STUDIOS PRODUCTION

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ARTA Starts New Drive

GULF RADIO STATIONS DIVIDED IN '38 VIEWS

New Orleans—The lusty squawking of the New Year finds Louisiana and Mississippi radio executives divided about the future but united in their faith in radio as a medium of progress. Peering into 1938, Vincent Callahan, general manager of WWL, CBS outlet here, told RADIO DAILY: "We're looking forward to two things in 1938—50,000 watts power

(Continued on Page 3)

KCKN Sales Increase 14 Successive Months

Kansas City, Kan. — Commercial ıles of KCKN for last November ere 28 per cent higher than in the .me month of 1936, and it marked the 14th consecutive month that sales have shown an increase over corresponding previous month, according to Ellis Atteberry, g.m. Station signed 81 new accounts in 1937.

Van Cronkhite Joins Hearst Organization

John Van Cronkhite, who last week resigned as president of Van Cronkhite Associates Inc., Chicago, but retained chairmanship of the board, has joined the Hearst organization. He will have a special assignment in INS radio news and features.

New FTC Chairman

Washington Bur., RADIO DAILY

Washington — Commissioner Garland S. Ferguson has been elected chairman of Federal Trade Commission for the calendar year 1938. William A. Ayres served in 1937. This is Ferguson's third term as FTC chairman.

Slip-Up

Several diligent readers of RADIO DAILY called up Friday to point out that, in listing the leading news events of the year in radio, one of the most important items of all had been left out.

It was the fact that industry's first daily paper made its debut last February.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Seventh Installment of a Series)

• H. LESLIE ATLASS •



Looking after the CBS interests in the Chicago territory is H. Leslie Atlass, vice - president of the network. The Atlass boys—the other being his brother, Ralph — have been cutting quite a figure in radio circles out Chicago way for a good many years. H. Leslie owns WBBM, while Ralph has WJJD, as well as WIND over at Gary.

* * *

• DON DAVIS •



Celebration of the 15th anniversary of his station, WHB in Kansas City, was the big noise in the routine of Donald Dwight Davis the past year. The event was put over on a scale unprecedented in so far as such celebrations are concerned, and Don Davis has press books and other souvenirs to prove it.

• DON E. GILMAN •



The past year had a moving day in it for Don E. Gilman, vice - president in charge of NBC west coast operations. Greater concentration of NBC activity in Hollywood, and the new radio center being built there, made it necessary for Gilman to shift his headquarters from San Francisco to the movie city. But he still maintains social and business ties in S. F. with frequent visits.

* * *

• JOHN SHEPARD III •



As president of two New England networks, the Yankee and the Colonial, with headquarters in Boston, John Shepard III has his hands full. But he likes radio so well that he sold out his interest in Boston's famous Shepard store in order to devote all his time to the broadcasting business.

12-Hr. Weekly Year's Deal Among WBNY Business

Buffalo—A full year's contract covering 12 hours a week is the New Year's greeting to WBNY from Schreiber Brewing Co. of Buffalo. Brewery upped Manru bottle beer sales 12 per cent in November through sponsoring WBNY all sports' review, a daily two-hour show featuring Ralph Hubbell, WBNY sports commentator.

Magic Washer, powdered soap product of Iowa Soap Company, Burling-

(Continued on Page 2)

New Bureau Will Audit Broadcasting Coverage

Atlantic City, N. J.—A new service that is expected to stimulate radio advertising, because broadcasters will be able to furnish time buyers with accurate coverage figures, has been launched by William H. Appleby, v.p. of Appleby & Appleby, consulting radio engineers, under the name of Audit Bureau of Broadcasting Coverage. Coverage audit for all stations will be standardized and based upon a combination of two

(Continued on Page 2)

Localized Campaign is Begun to Sign Up All Stations

ARTA last Friday started a new localized drive to sign up all office workers and additional technical and production departments of radio stations all over the country. Drive will be concentrated on stations that are partly signed with ARTA at present and majority of organization will be attempted at local stations, although networks also will be contacted.

Drive is being started almost simultaneously with the AGRAP election, scheduled for Jan. 7. General sentiment among AGRAP members at present favors an affiliation with

(Continued on Page 2)

NEAL BARRETT TO HEAD HEARST SOUTHWEST UNIT

Fort Worth — Neal Barrett, manager of KOMA, Oklahoma City, will become head of the Hearst stations in the southwest, succeeding Elliott Roosevelt, who last week was elevated to president and general manager of the entire network. Barrett is expected to be appointed vice-

(Continued on Page 2)

Jackson Promises Aid In Radio Investigation

Washington Bureau, RADIO DAILY

Washington — Assistant Attorney General Robert Jackson, who made headlines last week when he made a blast against big business monopoly, declared Friday that he would cooperate fully in any investigation of the radio industry, as well as movies and other businesses.

Money Man

Duluth — Dalton A. LeMasurier, KDAL owner, said "Merry Christmas" to staff with crisp, new currency. One employee took his home and showed dad. Each bill was enclosed in a special envel ope with an opening through which appeared the picture on bill. On seeing the pix, pop asked: "Who's that? LeMasurier?"

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Friday, Dec. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel.	144¾	144	144½	— ¼
Crosley Radio	7½	7½	7½	+ ⅝
Gen. Electric	41¼	40⅜	41⅛	— ⅛
RCA Common	6⅛	5⅞	6⅛	+ ⅛
RCA First Pfd	46	45¾	46	
Stewart Warner	8¾	8½	8¾	
Zenith Radio	13½	13¼	13½	+ ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15½	15½	15½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Neal Barrett to Head Hearst Southwest Unit

(Continued from Page 1)

president and general manager of the southwest group within the next few weeks.

Roosevelt, who left over the week-end for New York, will return here about March 1, after visiting sales offices and stations, and will maintain general offices in the Trinity Life Bldg. He and Mrs. Roosevelt will continue separate operation of KFJZ, the local station which they recently acquired.

Merryman with U. S. Recording

Washington Bureau, RADIO DAILY

Washington—Earl Merryman, former CBS engineer, has joined the staff of United States Recording Co. here. The company furnishes radio stations with locally transcribed programs.

TRY RADIADS
THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE
WRITE FOR SAMPLE
RADIAD SERVICE
6149 KENWOOD AVE. CHICAGO, ILL.

☆ THE WEEK IN RADIO ☆

. . . Radio Marches On

By M. H. SHAPIRO

OPTIMISTIC note is sounded with the coming of 1938; executives in various branches of the industry see no let-down in the business of commercial broadcasting despite the recession that appears to affect other fields . . . Chicago especially is rarin' to go, while the volume on tap in the East is highly encouraging . . . all signs point to the coming year being better than its predecessor—radio's trend for years. . . .

Commercials using large bands and originating from New York studios will greatly feel the shock of the Local 802 (AFM) new law which prohibits the star free-lance musician from sitting in on his favorite commercials, actually rushing from one show to another . . . this does not affect the established orchestral organization that comes into the studio . . . but the majority of the big shows use pretty nearly the same crack musicians on all shows whether NBC or CBS . . . original idea was to distribute the work among the unemployed rather than throwing it all to the so-called clique which is now restricted to earning $54 weekly instead of ten times that amount. . . .

Another government control bill looms in Washington, this one sponsored by Senator Herring of Iowa . . . Olson Rug became the first sponsor to sign for transcribed program time on NBC's recently allotted ayem hours . . . MPPA again asked stations to procure licenses when transcribing a program off the air for future broadcasting. . . .

AFRA membership generally, having approved a tentative wage scale, will make demands very soon upon network and ad agency talent buyers . . . Press Radio News Bureau contemplates a higher schedule of rates to take care of increased overhead for the non-network station teletype service . . . Elliott Roosevent elevated by Hearst Radio as prez. and g.m. Murray Grabhorn to be assistant to Roosevelt . . . U. S. Circuit Court scores FCC on broadcast station permit which was denied Paul R. Keitmeyer of Cheyenne. . . .

List of commercials to originate from the New York World's Fair in 1939 will be headed by Ford Motors, largest individual space renter at the exposition . . . AGRAP plans a merger with two other unions . . . ARTA and AFRA . . . RCA Victor tightened the ban on scales by jobbers and dealers of its disks to radio stations, especially in the Phila. area . . . presumably because of the suits there decided in favor of the NAPA. . . .

New Bureau Will Audit Broadcasting Coverage

(Continued from Page 1)

yardsticks, namely (1) field intensity survey to determine territorial coverage, establishing a standard minimum signal strength of 1/2 mv/m above noise levels, and (2) urban and rural questionnaire to determine listeners within the 1/2 mv/m area.

Appleby says ABBC will make no attempt to report listener habits or program popularity, but will work on the same principle as ABC does for newspapers. The plan has met with approval of agency and national representative executives, according to Appleby.

WICC in New Studios

Bridgeport—WICC took occupancy of its new studios in New Haven over the week-end. New quarters are at 1110 Chapel St. in that city. Big-scale productions will continue to come from the Bridgeport studios.

Lucille and Lanny's Fifth

Lucille and Lanny, song and patter team of NBC, have been set for their fifth appearance on the Fred Allen program Jan. 5 by NBC Artist Bureau. Team is heard thrice-weekly over the network.

Governor Davey Via WHKC

Columbus—Governor Martin L. Davey will be heard over an Ohio network of 14 stations tonight when he addresses a joint session of the general assembly. WHKC will be the originating station.

12-Hr. Weekly Year's Deal Among WBNY Business

(Continued from Page 1)

ton, Iowa, unheard of in Buffalo market until introduced last February solely through WBNY, is placing six 15-minute transcribed musical reviews per week and six spots per day on WBNY. Company now has 700 outlets in Western New York.

WBNY is included in new network of Father Coughlin, starting next Sunday at 4 p.m.

Esso News on WBEN

Standard Oil of N. J. today will start United Press news reports on WBEN, Buffalo. "Esso" five-minute airing will be heard daily except Sunday. Marschalk & Pratt Inc. placed the account.

Samuel Paley Sold Shares

Washington Bureau, RADIO DAILY

Washington—Samuel Paley, a CBS director, reported disposing of 5,000 shares of CBS Class A stock, with November month-end holdings amounting to 18,200 shares of the A, 2,000 of the B and 26,000 of B voting trust certificates, the semi-monthly SEC report shows.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

COMING and GOING

GEN. HUGH S. JOHNSON goes to Chicago to speak at the National Furniture Manufacturers Ass'n annual banquet on Wednesday and will do his Thursday broadcast from that city.

WILLIAM FAY, manager of WHAM, Rochester, N. Y., comes to New York to do some vocalizing on the "Music is My Hobby" program over NBC-Blue on Jan. 24.

LOUISE MASSEY and the Westerners, now at the Stanley Theater, Pittsburgh, go from there to the Earle Theater, Washington.

WILLIAM BAKER, radio director of Benton & Bowles, left the West Coast on Friday for New York to huddle with agency executives on a third network show.

FRED ALLEN and his troupe arrive back in New York from Hollywood.

A. H. FLATEN, commercial manager of KDAL, Duluth, is planning another New York business trip within the next ten days or so.

Localized Campaign Is Started by ARTA

(Continued from Page 1)

ARTA, and the latter is expecting a favorable decision in the election which will give added significance to new organization plans.

An official of CIO has told RADIO DAILY that the body expects to completely organize the personnel of the industry within the year.

Quality Broadcasting Trend

A recent World Broadcasting System survey discloses that all U. S. radio stations broadcasting with 50,000 watts power or more are now equipped to reproduce vertical-cut wide range transcriptions, according to Norton Cotterill, WBS vice-president. He adds that 95 per cent of the total commercial radio wattage of the country is "vertical-equipped." This support by leading broadcasters, states Catterill, is evidence of the recent strong trend toward high quality selective broadcasting throughout the country.

Though Community Chest campaign is over for the year, KSFO will continue to air a weekly program throughout the year. Jack Moyles, announcer, will handle the feature called "The World About Us."

M. H. Peterson Joins Mutual

M. H. Peterson, formerly associated with the Chicago offices of Blackett-Sample-Hummert Inc. and Hearst Radio joins the sales department of Mutual System in Chicago today.

HELENA BLUE'S
NOVELTY STRINGS
An all girl orchestra playing in a modern, distinctive style
NOW AVAILABLE
FOR
RADIO HOTELS
THEATRES
Circle 7-4124 New York

GULF RADIO STATIONS DIVIDED IN '38 VIEWS

(Continued from Page 1)

and more local programs. As to programs, we've been successful during the past year both with local production and special events. It is our intention to spread out with these two. As to business, it's good now and there doesn't seem to be any fundamental reason why it shouldn't be good during the remainder of the year."

Harold Wheelahan, manager of WSMB, NBC-Red outlet, points to the investments in technical equipment his station has made in 1937 and says:

"The increase revenue during 1937 encourages us to continue our efforts to improve signal strength and quality of programs. That is our goal for 1938." Wheelahan stresses the need to keep doing things "bigger and better . . . people tire of ice cream, caviar or boiled cabbage, no matter how much they love it . . . we must concoct and garnish new dishes for '38—the old dishes are already beginning to tire. Radio has also developed some warts during 1938 which must be watched along with the old ones lest they become cancerous growths. I refer to non-productive items of expenses—talent, production men, useless music licenses, needless musicians, surplus executives. Some of these items have gradually insinuated themselves into the business—things that happen to all businesses that grow and flourish rapidly. I believe that radio is powerful enough to keep the situation under control and that radio executives realize that 1938 is to be a year of hard work and very little play."

John C. McCormack, general manager of KWKH, CBS outlet, and KTBS, NBC outlet, at Shreveport, La., says: "We look forward to 1938 as a year that will mean much to radio, particularly from a technical viewpoint, with the possible placing into effect by the U. S. of the Inter-American agreement that will undoubtedly greatly improve radio reception throughout the U.S."

Time Group to Move in March

New quarters being prepared at 9 Rockefeller Plaza for "March of Time," Life, Time, Fortune and Architectural Forum, all under same ownership, will be ready for the various units to move in next March. The 36-story building, latest Rockefeller unit, will be named The Time & Life Building.

More Power for Your Job!
WABY
NEW EQUIPMENT... NEW PUNCH!
ALBANY, N.Y.

New Network Shows Ahead

MONDAY, JAN. 3

Quaker Oats, "Margot of Castlewood" and "Cabin at Crossroads," NBC-Blue, Mon. through Fri., 10-10:30 a.m.

Pillsbury, "Woman in White," NBC-Red, Monday through Friday, 10:45 a.m.

Procter & Gamble, brings its five shows, "Ma Perkins," "The Goldbergs," "Kitty Keene," "Road to Life" and "The O'Neills" to CBS, Monday through Friday.

Benjamin Moore & Co. (paints), "Betty Moore," NBC-Red, weekly, 11:45 a.m.

Quaker Oats, "Dick Tracy," NBC-Red, Mon. through Fri., 5-5:15 p.m.

Campbell Soup, "Amos 'n' Andy," NBC-Red, Monday through Friday, 7-7:15 p.m.

J. B. Williams Co. (shaving cream), "True or False?" Mutual, weekly, 10-10:30 p.m.

S. C. Johnson & Son (floor wax), "Attorney at Law," with Jim Ameche, NBC-Blue, Monday through Friday, 10:30-10:45 a.m.

Marek Weber succeeds Frank Black as conductor of "Carnation Contented" program, NBC-Red, 10 p.m.

TUESDAY, JAN. 4

Pond's, "Those We Love," NBC-Blue, weekly, 8-8:30 p.m.

SUNDAY, JAN. 9

Vadsco Sales Corp., takes over "Court of Human Relations," Mutual weekly, 4-4:30 p.m.

Packers Tar Soap, "Thatcher Colt Mysteries," NBC-Red, Sundays, 2:30-3 p.m.

Father Charles E. Coughlin, independent network, 4-4:30 p.m.

Glass Container Ass'n, dramatic program, NBC-Blue, weekly, 1:30-2 p.m.

John Morell Co. (Red Heart dog food), Bob Becker's "Chats About Dogs," NBC-Red, weekly, 2-2:15 p.m.

MONDAY, JAN. 10

Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

TUESDAY, JAN. 11

Colgate-Palmolive-Peet (shaving cream), Dale Carnegie, NBC-Red, 10:45-11 p.m.

WEDNESDAY, JAN. 12

U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

SUNDAY, JAN. 16

J. W. Marrow Mfg. Co., Henry Busse, NBC-Red, weekly, 1:15-1:30 p.m.

MONDAY, JAN. 17

Colgate-Palmolive-Peet (dentifrice), serial "Stepmother," CBS.

MONDAY, JAN. 24

Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

MONDAY, JAN. 31

Borden Co., Gabriel Heatter, NBC-Red, Mon. through Fri., 4:30-4:45 p.m.

TUESDAY, FEB. 8

General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

Football Plans for 1938 Being Discussed at Meet

Sponsorship of football games in 1938 will be discussed in detail at the convention of the National Collegiate Football Coaches to be held in Biloxi, Miss., this week.

It is known that a number of conferences throughout the country favor the single sponsorship plan that was recently adopted by the American League for its play-by-play descriptions of baseball games. In the case of football, however, the majority of the games have been under the sponsorship of either Atlantic Refining or Kellogg. With new interests attempting to break into the field next year, notably General Mills, largest sponsor of baseball in radio, convention is expected to break down territories, and accept bids for various conferences as a whole.

KSOO Gets Farm Response

KSOO of Sioux Falls, S. D., experienced a gratifying mail return as the result of two announcements on the McCormack-Deering 4 p.m. broadcast. Over 700 farmers responded to a free toy tractor offer which was limited to the first 100 farm residents writing in.

Mail response came from 80 counties within 150-mile radius from Sioux Falls. Scattered returns were received from Michigan, Oklahoma, Colorado, Indiana, Kansas and Saskatchewan.

WPAY, Portsmouth, O.

Little Bobby Thomas, who has appeared on various big stations in the midwest, will be heard here for a limited time in hillbilly ballads.

The series of one-act plays for high schools, rebroadcast from WOSU, Columbus, will start here Jan. 5.

Shoots Names in Air; Four Out of 7 Answer

Boston—Elizabeth Hart, who conducts the popular "Woman of Tomorrow" program over WORL, recently decided to test the extent of her listening audience. She picked a number at random from the telephone book, read the name listed there, asked the woman to call up, and, upon verifying the fact that the listener had actually heard her name on the air, sent flowers to her.

Miss Hart felt it would be all right with the florist, Henry Penn, because after talking the matter over with W. Cort Treat, g.m. of the station, they figured the chances would be a three-week daily try before "hitting a listener."

Calculation proved a bit off, however. Before Miss Hart was off the air the first day, a woman from Quincy phoned in and gleefully exclaimed that she had won, and out of the first seven names taken at random by Miss Hart, four called up.

All-Night Request Airing

Listeners were given their way about it New Year's Eve on WTMV, East St. Louis. Announcers Paul Wills and Eddie Evans were assigned to do all-night duty, handling telephone requests for dance numbers. The stunt was a New Year's Eve concession, and as long as the dialers asked for them, the special turns went out on the airwaves.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

SEES SOUND FACTORS IN OUTLOOK FOR 1938

By GERARD SWOPE
President, General Electric Co.

Basic conditions are sound. The farmers have had bountiful crops, at good prices, and there is plenty of food for all our people. The cotton crop has been good and, although prices are low, with the improvement in methods the profit to the grower is greater. Oil is flowing freely. The main disturbance to our economic order is due to lack of confidence on the part of business and lack of faith in the future, part of which is undoubtedly due to the restrictive taxation on business and private enterprise. There seems a distinct hope that there will be a revision in the tax on undistributed earnings, which will tend to help the smaller business man particularly, and also a revision in the tax on capital gains, which now interfere with the natural economic flow.

If a satisfactory solution is reached and the country is placed on a basis of limiting its expenditures to its income, with the absence of retaliation or reprisal on the part of either business or government, and indeed with a constructive effort and cooperation on the part of both, there is no reason why American business should not resume the function it has played so well in the past, through the mechanization of industry, of making possible the enjoyment of more goods for more people at less cost.

Jerome Sills Joins CBS

Jerome Sills joins the CBS sales promotion department today as assistant to Edwin S. Reynolds, director of station promotion. Sills at one time had his advertising agency.

Toscanini in Benefit

Arturo Toscanini and the NBC symphony orchestra will give a benefit performance at Carnegie Hall on Feb. 6. Concert will be under the auspices of the Italian Welfare League and will be handled by a league committee.

Dancing Class by Radio

Mae Murray will give dancing lessons by radio starting today on WMCA's "Grandstand and Bandstand." She will be heard at 3:45-4 p.m., with Don Pedro's Orchestra.

LEE GRANT
AND HIS ORCHESTRA
★ ★ ★ ★ ★ ★
SIX-STAR REVIEW
MUSIC AS YOU LIKE IT
DAILY WMCA 2:30-5:30

ORCHESTRAS MUSIC

JOSEF CHERNIAVSKY, the photographic music man, will fold up his "Musical Camera" for a while, beginning Jan. 13, and leave New York. Louis Katzman takes his place in WOR's Thursday night 8-8:30 spot for five weeks with the same musical crew. Cherniavsky's contract renews on Feb. 6.

Victor Bay believes the best time for broadcasting a program of symphonic music is after 10 p.m. and that's why, starting Thursday, his "Essays in Music" will be heard at 10:30 p.m. over CBS. Bay reached this conclusion after studying his fan mail and conducting a survey among music lovers. Broadcasting at this later hour puts the program on at a good listening time in western territory and extends the program's audience.

Eddy Duchin and his "Hour of Romance" orchestra will continue to be heard over Mutual every Tuesday at 10-10:30 p.m. even though the organization leaves New York on Jan. 25 for a limited engagement in California. Duchin's orchestra opens Feb. 1 in the Los Angeles Ambassador Cocoanut Grove for eight weeks.

Lawrence Welk, with an orchestra composed of musicians of Nebraska and South Dakota nativity, goes on Mutual from the William Penn, Pittsburgh, for a month. Welk, getting his first big break, has been one-nighting in Nebraska, Iowa, South Dakota and Minnesota for several years.

Ernie Holst's orchestra opens at the Book Cadillac Hotel in Detroit with a network wire on Jan. 12. Holst will leave one of his orchestra units, conducted by Ken Snell, at his current spot, El Morocco.

When Amos 'n' Andy inaugurate their series for the Campbell Soup Company tonight over the NBC-Red Network, they will hear their theme song played on their favorite instrument as Gaylord Carter makes his debut as organist on the program. Carter, who is heard each week with Raymond Paige's orchestra on the "Hollywood Mardi Gras" and other transcontinental programs, joins Amos 'n' Andy when they change sponsors for the first time in their career on the networks.

Bob Sylvester and his orchestra will record the hit songs from the current New York musical production, "Pins and Needles."

ATTENTION VOX-POPPERS!
Would you give a dollar a week for 50 real questions and gags? 107 leading broadcasters are using them. You get exclusive rights in your territory. May we send audition? Thanks.
SCRIPT SERVICE
Karl Zomar, director
Springfield, Missouri.

MAIN STREET WITH OL' SCOOPS DALY

PETTY CASH VOUCHER

Week ending Dec. 30th

● ● ● **Saturday....To Tuckahoe for Xmas dinner with Kate Rand's people. Besides partaking in turkey, we play "Bingo" for the first time—and lose $3.40....Hear that a broadcast from WTMV, East St. Louis, took the place of preachers in churches around Illinois—they placed radios in the pulpits and tuned in Rev. E. R. Jaeger Xmas morn. He also had organ played by Paul Godt, music director for WTMV.**

● ● ● *Sunday....To the Paramount for a view of Eddie Garr and Russ Morgan's crew with Bernice Parks....Here Morgan definitely proves that it's the song that counts. After doing four or five songs—which left the audience unimpressed, Russ jammed into "Bei Mir B. D. S."—necessitating eight encores....To Leon & Eddie's for their party. Later for a once-over-litely of Louis Prima.*

● ● ● **Monday....Hear from WIL, St. Louis, that Neil Norman, sportscaster, had a narrow escape Christmas Eve. He was enroute to visit his dad but the trip came to a halt when a tire blew out and hurled the car into an approaching auto. Neil is recovering from bruises and shock.**

● ● ● *Tuesday....To dinner with Lester Lee and Benny Davis at Gallagher's. Later to Belle Baker's sensational opening at the Paradise....Here we spot Louis Sobol, William Farmer and his wife, Jack Bregman, Larry Daniels, Eddie Wolpin, Sidney Kornheiser, George Marlo, Jack Robbins entertaining Murray and Mickey Baker with Barry Wood and his wife and Teddy Powell, unescorted. Also Del Casino, Charlie Ross, Elmo White, Wini Shaw and her groom, Sam Lyons, Rocco Vocco, Oscar Levant without June Gale, Eddie Garr, Abe Lyman, the Al (Loew's State) Rosens—and for the first time at a nite club opening, Zeke Manners, the hillbilly, going uppish with a white shirt!....Later to the Hickory House for a bit of Joe Marsala's trumpeteering and Blue Drake's warbling....A look-in at the Onyx, Famous Door and winding up at closing time in Jack White's "18" where Pat Harrington comes through with a tune.... At seven bells, a bite at Reubens.*

● ● ● **Wednesday....Lunch with Bill Gernannt and then a double-up on Jack Adams of Erwin, Wasey....Over at CBS, Gabriel Heatter is re-hashing a script. Ed Cashman is figuring his income tax. Jimmy Appell is still opening Xmas cards—and Herb Rosenthal talks to clients via long-distance.**

● ● ● *Thursday....At the Kate Smith rehearsal, Kate yells out to Ted Collins, asking if she should take her skates....Benny Alberts is again out of a job....Jonie Taps is ailing....Hear that Walter Smith's dad passed away the other day. He's of CBS artists bureau....Press agent Dave O. Alber sends the editor a waste paper basket with his name painted on it and Editor marks the basket especially for "Main Street" columns....*

● ● ● **Friday....With so many odd names in the day's news around Wisconsin, Bob Heiss, WTMJ chief announcer, is compiling a special pronouncing gazetteer. He'll be able to say Bonduel, Weyauwega, Trempeleau or Pczokuski as glibly as "Jones"....Decide that N. Y. is no place to spend New Year's Eve, so we depart for Philly—the city of Brotherly Love.**

TOTAL EXPENSE: Money lost playing "Bingo"—$3.40!

AUDITOR'S REMARKS: Request denied!....You'll find no "brotherly love" with me! If you must gamble, why don't you play "Bank Nite"!

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

Jan. 6: Warren B. Worcester, San Diego, Cal. CP for new station. 1400 kc., 250 watts, 1 KW. LS., unlimited.

Philadelphia Radio Broadcasting Co., Philadelphia. CP for new station. 1570 kc., 1 KW., unlimited.

Abraham Plotkin, Chicago. CP for new station. 1570 kc., 1 KW., unlimited.

Jan. 7: KSFO, San Francisco. Vol. assignment of license to Columbia Broadcasting System of California. 560 kc., 1 KW., unlimited.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

Tri-City Broadcasting Co., Inc., Schenectady. CP for new station. 950 kc., 1 KW., unlimited.

Jan. 14: WNBZ, Saranac, N. Y. Vol. assignment of license to Upstate Broadcasting Corp. 1290 kc., 100 watts, daytime.

Jan. 27: Warner & Tamble Radio Service, Memphis. CP for special station. 2558 kc., 25 watts, unlimited.

Journal Co., Milwaukee. CP for new station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new station. 1570 kc., 1 KW., unlimited.

Trenton Times, Trenton. CP for new station. 1570 kc., 250 watts, unlimited.

Pacific Acceptance Corp., San Diego, Cal. CP for new station. 1200 kc., 100 watts, daytime.

Smith, Keller & Cole, San Diego. CP for new station. 1200 kc., 100 watts, daytime.

Colonial Network, Inc., Providence. CP for new station. 720 kc., 1 KW., limited.

Cumberland Broadcasting Co., Inc., Portland, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Twin City Broadcasting Co., Inc., Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Philip J. Wiseman, Lewiston, Me. CP for new station. 1210 kc., 100 watts, unlimited.

Cape Cod Broadcasting Co., Barnstable Township, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

George M. Haskins, Hyannis, Mass. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Arthur E. Seagrave, Lewiston, Me. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Feb. 3: Metropolis Co., Jacksonville. CP for new station. 1290 kc., 250 watts, unlimited.

Ann Arbor Broadcasting Co., Inc., Ann Arbor, Mich. CP for new station. 1550 kc., 1 KW., unlimited.

WSOC, Charlotte, N. C. CP to change frequency and increase power to 600 kc., 250 watts, 1 KW. LS. unlimited.

Bellingham Publishing Co., Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

Curtis Radiocasting Corp., Indianapolis. CP for new station. 1500 kc., 100 watts, 250 watts LS., specified.

Feb. 4: WCLS, Joliet, Ill. Transfer control of corp. from R. W. Hoffman to L. W. Wood. 1310 kc., 100 watts, specified.

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1310 kc., 100 watts, unlimited.

WRTD, Richmond, Va. Vol. assignment of license to Times Dispatch Radio Corp. 1500 kc., 100 watts, unlimited.

Feb. 25: West Texas Broadcasting Co., Wichita Falls, Tex. CP for new station. 1380 kc., 1 KW., unlimited.

Wichita Broadcasting Co., Wichita Falls. CP for new station. 620 kc., 250 watts, 1 KW. LS., unlimited.

Faith Broadcasting Co., Inc., Wichita Falls. CP for new station. 1380 kc., 1 KW., 5 KW. LS., unlimited.

KFPL, Wichita Falls. CP to change frequency and increase power to 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

WJIM, Lansing. Vol. assignment of license from Harold F. Gross to WJIM, Inc.

ANICE IVES'
"EVERYWOMAN'S HOUR"
WMCA
Mon. thru' Fri., 11:15 to 11:45 A. M.
"There's nothing she can't sell."

PROGRAM REVIEWS

"Hollywood Parade"

After the promising start made recently by "Hollywood Parade" on NBC-Blue, Wednesday nights at 10-11, the show has just about been holding its own. This week's performance included Bob Hope and Edward G. Robinson as visitors. Hope, who has plenty on the ball as a wit, hardly had a chance in the two brief interludes where he was used. If laughs are to be expected from a comedian, he should at least be given the time and opportunity to work them up.

Robinson's dramatic skit was okay but nothing particularly outstanding. He also voiced the usual testimonial. Musical end of the show, with Leo Forbstein conducting the orchestra, and the vocalizing-emceeing of Dick Powell and the singing by Rosemary Lane were all satisfactory.

But that "chant of the auctioneer" continues to be an annoying note.

Lawrence Tibbett

Baritone Lawrence Tibbett started a series for Chesterfield over CBS on Wednesday night at 9 in the spot with the Andre Kostelanetz orchestra, and the long ovation accorded him in the studio at the conclusion of the program just about reflects the listener reaction as a whole.

Singing "In the Still of the Night", "Song of the Shirt" from his "Rogue Song" film, and a couple of other pieces by George Gershwin and Cole Porter, Tibbett more than satisfied.

Briefly

Jimmy Stewart is developing into a very efficient emcee on the MGM "Good News" show over NBC-Red on Thursday nights. Frank Morgan is a good foil. And of course Fannie Brice continues to be a main pillar of the program; likewise Meredith Willson's music.

Rudy Vallee had a most ingratiating personality on his last Thursday show over NBC-Red in the person of Jack Buchanan, the British star. Buchanan is a comedian and singer with plenty of class and likeability. In an oldtime vaudeville comedy vein, Fred Hildebrand did a traveling salesman bit that was funny. And Frank Craven was fair in a monologuish script that handicapped him.

Kate Smith brought down the house (studio) with her singing of "Melancholy Baby" last Thursday night on CBS. Henny Youngman, with Charlie Cantor, making final appearance on the program, also bowed out to big applause. He'll be missed. Franchot Tone sounded good in a wartime episode, and instrumentalist Joe Sodja did a nice stint.

☆ Programs That Have Made History ☆

WDAS's "Merry-Go-Round."

FOUR years and a few months ago, on a stormy August afternoon, 3,000 people crowded into the Sylvan Hall of Woodside Park, an amusement park in Philadelphia. This was the first picnic to be run by the "Merry-Go-Round" program. What made this crowd a little different from the ordinary run of picnickers was the reason for their braving the elements and coming through the downpour to the picnic. The 3,000 came to listen to phonograph records. They were the faithful followers of the WDAS "Merry-Go-Round" program, now in its fifth year and heard over WDAS daily at 2-4:30 p.m.

The program, since its inception, has been featuring Pat Stanton as announcer. Since his debut, Pat has progressed in the business. He is now general manager of WDAS, but still the announcer of the program.

What has made the program different from the countless other programs throughout the country featuring records is the personality of the announcer and the choice of records used. Coupled with this is the tie-ins with various theaters throughout Philadelphia featuring artists who make records. Last year in a weekly series of programs on the "Merry-Go-Round" a group of records would be played for approximately 10 minutes. Following this, Pat would introduce the artists in person. This was made possible by these tie-ins and proved very popular. Artists like Guy Lombardo, Jan Garber, Benny Meroff all were heard on "Merry-Go-Round."

But to return to the guiding light of the program and the "raison d'etre" of its success—Pat Stanton. He's Irish. Early in his radio career he decided that the most effective form of announcing was the informal style—that's how "Merry-Go-Round" is conducted—informally—and wherever possible the spot announcements are "ad lib". The success of this style of announcing and program resulted in many similar to it being inaugurated all over the country. When Pat visited Ireland during his vacation a few summers ago, he mentioned that anyone who desired a card from him from Ireland should address their requests to him—and 10,000 listeners, an all-time high, signified their wish for the mail. And they received it, too, from Ireland.

The studios of WDAS in the past few years have become the mecca for youthful listeners. Every afternoon more than 30 or 40 of these "aligators" may be seen peering into the studio—watching the announcer and indulging in a bit of the big apple or truckin'. Many of these come from miles just to watch and listen. A few years ago, in response to requests from listeners, a newspaper was published for the program alone—"The Merry-Go-Round News." It had a circulation of over 5,000—the station defraying the cost of publication, the listeners paying the mailing charge—2 cents. It contained news of the recording artists, news of the fans themselves and choice bits of poetry from the fans. It was discontinued to prevent it from going too commercial—for many of the sponsors on "Merry-Go-Round" found that the paper itself was an effective medium and wanted to buy space. Rather than "bite off more than it could chew", publication was stopped—and two years later the clamor hasn't subsided.

The WDAS "Merry-Go-Round" has made history. It established the fact that listeners like recorded music—if broadcast as such. It proves that listeners would rather listen to a program of two hours' duration, without getting up to change the dial. The program, if recorded, must have a sense of humor, be not adverse to kidding itself. But above all it must have an announcer who is neither a wisecracker nor a barker. Just a neighborly type.

Coming Events

Dec. 20-31: Ohio's Third Annual High School Radio Festival, in cooperation with WOSU, Columbus.

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn
Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS
ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.
CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.
All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.
Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.
FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.
Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.
625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

DES MOINES

Dale Morgan, former Iowa network announcer and known for his Inquiring microphone, is back as announcer again. One of his programs, "Going Places With Dale," is heard from a bus station over KSO.

Dave Nowinson, Iowa network publicity director and continuity writer, has an article titled "The Hoax That Became History" in February issue of Photo Facts.

The WHO-ot Owls are turning to WHO with three members of the original crew (Ernie Sanders, Bobby Griffin and Harold Morgan). Music will be provided by Harold Morgan's ork, Georgia Lee and Max Kreutz. Sterling Casualty Insurance Co., Chicago, is sponsor.

Dutch Reagan, former WHO sports announcer and now a rising movie star, broadcast to WHO from the Rose Bowl on New Year's.

WLW, Cincinnati

Through cooperation of two clients of Presba, Fellers & Presba, Chicago agency, Hugh Cross and His Radio Pals will be aired six hours weekly. Clients are Olson Rug and Zanol Products.

Renfro Valley Barn Dance has been extended until April 2 by Keystone Steel & Wire Co. through Russell M. Seeds Agency.

Lowell Thomas (Sun Oil) and "Girl Alone" (Kellogg) are among other renewals.

Station also gets the Dale Carnegie (Colgate) show and two strips, National Biscuit's "Dan Harding's Wife" and Quaker Oats "Cabin at Crossroads."

WNBC, New Britain

Crean Patterson will conduct "The Seven O'Clock Swing Session" and "Many Happy Returns of the Day," two new morning shows replacing "Melodic Reveille."

Hal McIntyre ork gets back into the fold at 4 p.m. Sundays. The Wessman Ensemble also returning soon.

Jerry Beaupre and Al D'Amato and their Melodious Echoes change to Sundays at 1:15 p.m.

Milt Berkowitz announces another Transradio newscast, on Sundays.

Hal Robie of Springfield is a newly added soloist.

Doris Peck, feminine emcee, joins Crean Patterson on the WNBC Matinee.

WTMV, East St. Louis, Ill.

Jim (now James) Gillis, former announcer and singer here, returns in full glory to his home town as a member of the roadshow of "Brother Rat", Broadway stage hit.

American Academy of Accountancy has signed for daily five-minute programs.

WPG, Atlantic City

Mrs. Ben Lyon, mother of the movie star, was interviewed by Ethel Rattay the other evening.

The The WPA Federal Theater radio division "Tish" program will be aired Jan. 10.

Ben Bernie's U. S. Rubber Co. program has been signed, starting Jan. 12.

☆ ☆ Los Angeles ☆ ☆

WALTER O'KEEFE arrived last week to join the Packard troupe and inject added comedy. Appears that Lanny Ross will have to play straight for both O'Keefe and Charles Butterworth. Pat Weaver, producer of the show for Young & Rubicam, returned with O'Keefe.

Amos 'n' Andy move to Palm Springs after initial week for their new sponsor, and will carry on from the winter playground for several weeks.

NBC is reported making several different recordings of the much discussed Mae West "Adam and Eve" script, with various radio actresses, for submission to the FCC in proof of their contention that the script itself was an innocuous little drama of primitive rural life.

The John Hix "Strange As It Seems" transcriptions, 208 in all, have been taken for Canadian distribution by Irving Fogel Radio Productions from the Raymond R. Morgan Co., producers of the series.

KHJ-Don Lee has added three shows from Mutual: Gotham String Quartet, the WPA's "Epic of America" and "News Testers."

William S. Wright, formerly with Lorenzen & Thompson, agency, joined the sales staff at KMPC on Jan. 1.

KMTR had announcers Bill Kelson, Bernard Gray, Rudy Cornell, Bud Ernst and Gary Dalton covering the Tournament of Roses parade, with set-ups at four strategic points along the route, and Ken Barton will cover the Rose Bowl game.

Gary Breckner and Tom Hanlon officiated for KNX at the Rose Bowl game.

The Hollywood Conservatory of Music has purchased a recording machine for the use of vocal coaches from the Universal Microphone Co., Inglewood.

George Jay, conductor of the popular "Listen, Ladies" on KEHE, moves over to KFWB about Jan. 15 to inaugurate a program of similar type, in addition to a couple of new ones, on the Warner station.

SAN ANTONIO

The Sunday Express readers are voting on the most popular radio performers.

Church Director telling where to go to worship on the Sabbath is a new 15-minute program via KABC on Sundays at 8:30 a.m.

Interstate Neighborhood Theater program is now being aired weekly over KMAC.

WPTF, Raleigh, N. C.

James B. Little, announcer, has left here to join WFBC, Greenville, S. C. Another departure soon will be Royal Penny, who becomes sales manager at WBT, Charlotte.

U. S. Senator Josiah W. Bailey spoke to a state-wide network from here Friday evening.

The "680 Club", so termed for the station's position on dial, resumes this week as a Tuesday and Friday feature.

KDAL, Duluth

Odin Ramsland, salesman, and R. A. Dettman, chief engineer, spent several yuletide days at Grand Forks, N. D.

Christmas greetings sent to staff members by Dalton A. LeMasurier, owner, featured pictures of famous characters in American history.

A. H. Flaten, commercial manager, is getting ready for another New York trip.

WMPS, Memphis

Claire Weidenaar has resigned from WMPS, Memphis, to take over the radio promotion job with the Cincinnati Post.

Leslie Brooks, formerly with WTJS, Jackson, Tenn., now on announcing staff here.

LOUISVILLE

Asher Sizemore and his 6-year-old son, Little Jimmie, returned to WHAS last week after singing over WSM for past several months.

Airings from WGRC, New Albany, Ind., were free of commercial announcements on Christmas Day and New Year's Day. Sponsors just wished their listeners compliments of the season.

Sportraits, sustaining sport program on WHAS, handled by Joe Wheeler and Jimmy Finnegan, now featuring interviews with local sport figures and visitors to the city.

Dan Thompson of NBC Chicago press department visiting relatives during the holidays.

Joe Eaton, WHAS program director, is recovering from a kidney ailment which kept him confined about two weeks.

WBT, Charlotte

Grady Cole, philosopher and news commentator, will be heard for Aspertone (Blackstone Products) beginning Jan. 18. Program will replace the Castleberry Food broadcast on which Cole is now heard.

A change in talent will be evident when Duke Power program goes on the air today. After running three years with the same talent, this popular program will be heard with almost a new ensemble. Clair Shadwell remains as announcer. Jane Bartlett, formerly violinist on the program, will play also piano and organ on the new series. Jack Phipps will replace George Frazier at piano and organ. Don White, a headliner of the Briarhopper program, will play guitar in the spot formerly filled by Pete Martin, xylophonist. Russell McIntyre, baritone, will be the new featured vocalist, replacing Margaret Chesick, soprano.

KANSAS CITY

M. F. "Chick" Allison, KMBC publicity chief, is getting out a mailing piece on birth of a daughter, Lois Elizabeth.

Jack Wolover, former KCMO announcer, has joined KWOS, Jefferson City.

Russ Davie, production manager at KCKN, resigned to join KWTO, Springfield, Mo.

Randall Jessee, KWOS program director, was in town for a visit.

Members of the Fatty Lewis program aired by WDAF for Listerine shaving cream surprised Art Killick, author-actor, with a party.

4 New Musical Series On WQXR This Month

WQXR has four new musical programs scheduled for this month.

"Music of the Last Fifty Years" will be presented in a new series of piano recitals by Frederick Bristol, young American artist, on Saturdays at 6-6:25 p.m. during January. Bristol, who specializes in modern piano literature, has, for the past 15 years, served as assisting artist for Lucrezia Bori both in New York and on concert tours.

"Parallels and Contrasts" in piano music will be presented by Victor Wittgenstein, concert pianist and lecturer, at 12:30-1 p.m. on Sundays beginning Jan. 9.

Andrew Tietjen, organist of St. Thomas' Chapel in New York, returns to the WQXR schedule for a series of organ recitals on Manday evenings at 7-7:30 p.m. Programs originate from the Skinner Organ Studios.

Shirley Dale, English lyric soprano, will return to WQXR as a sustaining artist during January in song recitals at 3:45-4 p.m. on Fridays, beginning Jan. 7. Miss Dale has recently returned from Australia, where she appeared in "The Great Waltz" and other productions.

WDBO, Orlando, Fla.

New high fidelity transmitter went on the air Christmas Day, giving station new power of 5 KW days, 1 KW nights. Holey & Rollins, engineers, now making field strength survey of new coverage assisted by J. E. Yarbrough, station's chief engineer. To herald the event, station had full-page ad in Sentinel-Star, with pictures of Col. George C. Johnston, president; J. Thomas Gurney, v.p.; Harold P. Danforth, v.p. and g.m.; Frank Reed, secretary-treasurer; Yarbrough, and a studio group.

Announcer Charles Batchelder and Continuity Writer Lenore Cushman of station staff married recently in De Land. Kept the whole affair secret until Christmas Day, when announcement was made.

Colonel Johnston, president and owner of WDBO, confined to his bed with heart trouble since Dec. 1 is now on the definite mend and expects to be up and around by Feb. 1.

Carol Irwin of Young & Rubicam visiting WDBO in connection with Mary Margaret McBride series from Florida.



COMPLETE COVERAGE

. . . which means that EVERY subscriber of Radio Daily will receive, as part of RADIO DAILY SERVICE, a complimentary copy of

The 1938 RADIO ANNUAL

Covering Radio Completely

. . . 1,000 pages . . . Cloth Bound for permanent reference . . . Complimentary to Radio Daily subscribers . . . Ready for distribution shortly after the first of the year . . . An annual informative and statistical guide that no executive in radio can afford to be without. . . .

Radio Daily Service as Usual

NEW ORLEANS

Board meetings of the musicians' union here are reminiscent of the armistice day celebrations as the question of defining policy in connection with unsigned station finds the directors split and a new board due on Jan. 11.

Leon Prima is making changes in his band at the Shim Sham shortly.

George Tracey is the first of the out of town bands to go into Chez Paree on Jan. 6.

WCBS, Springfield, Ill.

Program Director John J. Corrigan working like a trouper making plans for many new and local programs to start this week.

Continuity writer "Bill" Nelms slaving away at scripts for these new shows, and busily engaged making up his daily piano ramblings.

Announcer John Connelly looking for his unbreakable glasses to wear in some of the local Basketball games.

President Harold Dewing is laying the groundwork for installation of the new 110-A Amplifier.

John Midgley, announcer and control operator, is getting a lot of experience in writing while making up his weekly Sunday morning "Sunshine Hour."

C. L. Jefry of the sales department is working with several large advertisers getting their 'first of the year" campaigns under way.

Tom Blanchard (Stooge) back after a few day's illness.

Cousin Betty is making plans for a larger and better "Junior Radio Stars" Club. Commercial for the Amrhein's Milk Bread. Did a swell job for the kiddies party held Dec. 27. Fox-Lincoln Theater packed for this gala affair.

WOPI, Bristol

"Messiah," oratorio by Handel, will be presented by the Community Chorus next Sunday.

"The Homemakers Hour," from the Kingsport studios, is making a hit with housewives. It offers recipes, household hints, etc.

Sullivan County Health Department supplies a weekly health broadcast.

ONE MINUTE INTERVIEW

DANIEL C. STUDIN

"Radio is confronted with the job of turning out many new scripts daily, and it is little wonder if some of these do not pass the critical ear of the audience. It will always be an impossible feat for comedians to crack sure-fire gags every minute and for dramatic actors and actresses to score phenomenal successes with the material supplied them. The solution lies in interesting the younger generation in writing scripts by recognition of the writer's importance and by adequate pay."

☆ Coast-to-Coast ☆

SHIRLEY WALDMAN, kid sister of the Bailey Sisters who warble with Orin Tucker's orchestra and do a Sunday show over CBS from WBBM in Chicago for Doublemint, made her radio debut last week over WEW, the St. Louis University station which recently turned commercial. Her sisters, June and Sylvia Waldman, were heard regularly over KWK before they left the St. Louis home grounds for greater success. Arthur Jones, WEW program director, says the 16-year-old Shirley has as much on the musical ball as her sisters. He will use her on Jack Norder's diversified show on Saturdays until she finishes high school in June.

"Tablets of Stone," a series of programs which gained wide popularity when it was on WBAL, Baltimore, last winter and spring, returns to WBAL tonight at 7:15. Series again will be conducted by Rabbi Edward L. Israel and will be heard the first and third Mondays of each month.

Mariana Fiory, one of Europe's celebrated actresses, will make her English debut in America during a special performance of NBC's Radio Guild on Friday at 3:00 p.m. over the NBC-Blue Network, in Ibsen's "Rosmersholm."

For the first time on the air in America, Ferenc Molnar's "Marshal," one-act comedy with an unusual twist to the "eternal triangle," will be presented by the WPA Federal Theater Radio Division in the Contemporary Theater series over WQXR on Tuesday at 9-9:30 p.m. Donald Macfarlane directs Contemporary Theater. Vivian Anthony, well-known stage and radio actress, is in charge of production.

Alice King, who used to be a member of the King Sisters with Horace Heidt's orchestra makes her debut as a soloist on a commercial program tonight via ET as guest star on Victor Arden's "Musical Moments" over WOR at 9:15. She is no longer with Heidt. Another guest on this program will be Ralph Kirbery.

When Beverley Lane, 18-year-old soprano recruit to the Chicago Civic Opera, appears before the nation-wide radio audience of the Ford Sunday Evening Hour on Jan. 9, it will be the first time she has ever sung on any radio program.

About a week ago a little girl in a town in Colorado was bitten while playing with a dog. The following day, the family left for Florida. While they were passing through northwest Florida on their way to the southern part of the state, the dog, which had been kept under observation was discovered to be rabid. Word was immediately flashed to several radio stations along the tourist family's route, and WCOA, Pensacola, broadcast an announcement which was the means of securing proper treatment for the victim, and probably saving her life.

WMCA has joined the list of stations that will carry the Roosevelt-Farley talks from the Jackson Day ceremonies on Jan. 8.

Everett Sloane was the latest Broadway actor to be enlisted for the cast of "The Shadow,' 'heard Sunday on Mutual.

"Milwaukee Headlines of 1937" were aired for the second year by WISN. Major local events were dramatized. Neil Searles handled the show.

Betty Jane Tyler, child actress, appeared for the second consecutive week with Jean Hersholt on "Dr. Christian" over CBS on Sunday, 2:30-3. Though only eight years old, Betty Jane handles long difficult parts like a veteran performer.

NBC Thesaurus yesterday announced the signing of four new stations and renewal of nine others, six of them for the third successive year. New stations are: WGH, WHDL, WWJ, WDCM. Renewals are: WJAX, WMBG, WROK, CHML, CKCH, CJCB, CHNS, KFDM, KPLT.

Sarah Rehm, soprano, contributes her vocal varieties to Earl Summers' Steelmakers Orchestra on the "It's Wheeling Steel" program over Mutual on Sundays.

WSPR, Springfield, Mass.

Commercial Manager Milton W. Stoughton got the best of a heavy cold which confined him to his home for several days.

Program Director and Mrs. Wayne H. Latham spent a part of the holidays in Brookline, Mass.

Chief Announcer and Mrs. Elwin N. Tacy visited the ancestral Tacy home at Otis, Mass.

Quincy A. Brackett, prexy, has completed deal for airing baseball games from Boston next summer.

WGPC, Albany, Ga.

Reviews of latest movies and plays are featured on the new "Curtain Calls" program.

"Public Problems," nightly broadcast, gives listeners a chance to come up and voice their opinions on events of the day.

A group of hotels and restaurants is sponsoring "Cocktail Capers," daily musical program.

SAN FRANCISCO

Olive West, veteran NBC actress, who has been in the east to collect a legacy, back for the holidays. She will not resume her role as "Gran'ma Liston" in "Hawthorne House" until her health improves, however.

"Bughouse Rhythm" goes back to NBC t. c. on the Red network Jan. 7.

Announcer Hal Gibney of NBC is now doing all NBC morning newscasts, retaining the Standard Symphony, "Hawthorne House," and other night shift shows.

Frank Buckley of "Bay District Publications" has joined the KGGC selling staff.

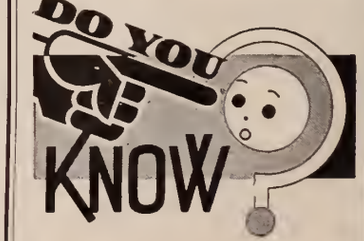
F.T.C. CASES

Kellogg Co., Battle Creek, Mich., under a stipulation signed with Federal Trade Commission, will stop advertising that its cereal food designated Kellogg's All-Bran regulates, cleanses or has any other direct effect upon the system; that it is a competent treatment for pimples and wrinkles or for any symptom or condition unless such assertion has been justified by competent scientific evidence, and that it ends constipation. The company also will discontinue representing that any article is given free to a purchaser when, in fact, the price thereof is included in that of another article which must be purchased before one is qualified to receive the gift.

WAPI, Birmingham

Coincident with joining CBS on New Year's, station has added to staff. Present set-up includes Dick Faulkner, program director; Clint Blakely, assistant program director; Lionel Baxter, chief announcer; Joe King and Don Frank, announcers; Nell McFarland, in charge of traffic; Willanna Walker, continuity and women's shows; Jimmy Merrill, merchandising; Harwood Hull, producing farm and family features; G. O. Privett, manager of sales; Clayton Dow, chief engineer; Claude Gray, engineer, and others.

Thad Holt, president, and H. H. Holtshouser, g.m., were given a surprise Christmas Day by a phone call that indicated trouble, but it was just the staff's way of presenting them with gifts. The staff, incidentally, got a special Christmas bonus.



Holders of radio receiving set licenses in Austria may discontinue their licenses only in December of each year.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 2 NEW YORK, N. Y., TUESDAY, JANUARY 4, 1938 FIVE CENTS

FCC May Ask License Fee

NO FURTHER EXTENSIONS BEING GRANTED BY AFM

No further extension of a set time for the IRNA is to be allowed, according to AFM president Joseph N. Weber, who stated yesterday that either the Plan of Settlement will be declared operative at the end of the week, or the whole thing called off. Last deadline ran out yesterday, but Weber explained that he is meeting every third day with E. J. Gough and Samuel R. Rosenbaum and going over the contracts as they arrive. Weber is personally looking over

(Continued on Page 3)

Two Salt Lake Stations Sign for 30 Musicians

Salt Lake City—Contracts negotiated with the musicians' union here by the two local stations, KSL and KDYL, call for use of 30 musicians, formerly on part time basis, as regular staff members. Payment for musical talent will run about $80,000 annually.

KMOX Sees Record Biz In First 1938 Quarter

St. Louis—Based on amount of inquiries about available time received in recent weeks, KMOX should set a new record for business in the first quarter of 1938, according to Ken Church, commercial manager.

KTSA Rate Up 17%

KTSA, San Antonio, on Feb. 1 will increase its 13-time rate schedule approximately 17 per cent. New rate will be $156.75 per evening hour. Station is owned by Hearst Radio Inc.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Eighth Installment of a Series)

• ARTHUR PRYOR JR. •



At the NAB convention in Chicago last June, Arthur Pryor Jr., vice-president - in - charge - of - radio for Batten, Barton, Durstine & Osborne, said some straight - from - the - shoulder things about the poor quality of manpower in the program end of radio. It caused quite a bit of talk . . . and some thinking.

* * *

• EDMUND (TINY) RUFFNER •



In the summer of 1937, Tiny Ruffner resigned from Benton & Bowles agency to become vice-president and radio director on the coast for Ruthrauff & Ryan. His radio voice has sold millions of dollars of merchandise for sponsors—and that's only the beginning.

• LAWRENCE LOWMAN •



CBS operations increased considerably in 1937, which meant extra work for the vice - president in charge of operations, who happens to be Lawrence W. Lowman, as well as for Herbert V. Akerberg, vice-president in charge of station relations, and their respective lieutenants and sergeants.

* * *

• ROY C. WITMER •



Remember all those headlines of the past year telling about new highs in billings and other remarks to that effect? Well, in the case of NBC, Roy C. Witmer had something to do with the increases. He's the vice-president in charge of sales.

3 Networks' 1937 Billings 16 Per Cent Ahead of 1936

The combined 1937 gross receipts for the three national networks, CBS, NBC and MBS, will total approximately $69,200,000, up approximately 16 per cent over 1936, according to official reports from NBC and CBS and an estimate from Mutual. This is $10,000,000 greater than the combined 1936 receipts. Mutual figures were not available yesterday, but a reliable estimate is being used.

For the year CBS billings totaled $28,722,118 an increase of 24 per cent over 1936. Combined NBC revenue is $38,651,286 up 12 per cent. Mutual is down a small percentage. Breakdown of NBC yearly figures shows the Red billed $27,171,965 and the Blue did $11,479,321. Red figures for 1937 increased 20 per cent while the Blue is down 3.4 per cent.

For the month of December CBS billings hit the all-time record high

(Continued on Page 3)

Secret Report Made to Congress Along With Annual Review

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—That the FCC is considering the possibility of asking for legislation to charge radio stations a license fee, and that it would investigate the "desirability or undesirability" of increasing newspaper ownership of broadcasting facilities, was revealed in the form of a secret report submitted to Congress yesterday coincident with the release of the FCC's third annual report for fiscal year ended June 30, 1937.

At the same time the Commission

(Continued on Page 3)

HOLLINGBERY TAKES OVER FULL OWNERSHIP IN FIRM

Chicago—George Hollingbery, head of local office of Craig & Hollingbery, has taken over ownership of entire company, acquiring interests held by estate of the late Norman Craig. Hollingbery is now in New York conferring with Edward Spencer, eastern manager, who is to be vice-

(Continued on Page 3)

Larus to Air "Valentine" Over NBC-Blue Network

Larus & Brother Co. will begin a new weekly series over an NBC-Blue network of 32 stations Jan. 18. Program, "Alias Jimmy Valentine," will be heard at 9:30-10 p.m. Blackett-Sample-Hummert is the agency.

Static Illegal

Laramie, Wyo.—City council here has passed an ordinance making it "unlawful to cause radio reception interference at any hour of the day or night." A previous edict had provided for protection of radio reception only between 6 p.m. and midnight. A "static detector" will be used to locate trouble-making machines.

RKO Delays

RKO has decided to delay its radio plans after watching results of the M-G-M series. Although the Warner-Lucky Strike show appears set for a long run, other film companies are said to favor laying off radio activities at present, believing that the box-office has suffered because of the radio programs.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Jan. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	146	144	144¾	+ ¼
CBS A	18	17½	18	+ 1
CBS B	17⅛	17⅛	17⅛	+ ¼
Gen. Electric	42¼	40½	40¾	— ⅜
RCA Common	6⅜	6	6⅛	.....
RCA First Pfd	46¾	45	45	— 1
Stewart Warner	9	8⅞	8⅞	+ ⅛
Westinghouse	104	99	99⅛	— ⅜
Zenith Radio	14	13	13	— ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Philly Staff Changes

Philadelphia — Year-end staff changes at local stations included resignation of Jack Barry, WIP sports spieler, along with James Willard Jr. (Uncle WIP), who is being replaced by Wayne Cody on the kid shows. Charles Bedford, commentator, formerly of WOL and WOR, replaces Allen Scott at WFIL. Station's "Jolly Man" program, which Cody left to join WIP, is to be replaced by "Mr. Van's Caravan", conducted by John Vandersloot.

Lorraine Reilly, secretary to Murray Arnold, p.a. at WIP, resigned to join Al Cormier at WINS in New York.

WLW-WSAI Talent Expert

Cincinnati—Chester Herman, theater authority, has been retained as program consultant for WLW and WSAI, it is announced by James D. Shouse, v.p. of Crosley. Herman is stage manager and assistant to Richard H. Berger, producer of St. Louis Municipal Opera Co.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Monday, Wednesday, Friday
WJZ-NBC Blue 8:45 A.M. EST
Arrangements by Lanny Grey
Management NBC Artists Service

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 1, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Once In Awhile	(Miller Music Inc.)	37
I Double Dare You	(Shapiro, Bernstein Inc.)	36
You're A Sweetheart	(Robbins Music Corp.)	36
Bei Mir Bist Du Schoen	(Harms Inc.)	36
Rosalie	(Chappell Co.)	30
I Wanna Be In Winchell's Column	(Leo Feist)	30
Bob White	(Remick Music Corp.)	29
True Confession	(Famous Music Corp.)	29
There's A Gold Mine in the Sky	(Irving Berlin Inc)	27
Vieni Vieni	(Witmark and Son)	22
Nice Work If You Can Get It	(Chappell and Co.)	20
Dipsy Doodle	(Lincoln Music Co.)	18
You Took the Words Right Out of My Heart	(Paramount Music Co.)	18
Sail Along Silvery Moon	(Select Music Co.)	18
Cachita	(Southern Music Co.)	17
I've Hitched My Wagon To A Star	(Harms Inc.)	17
Everyday's A Holiday	(Famous Music Co.)	17
You Can't Stop Me From Dreaming	(Remick Music Corp.)	16
She's Tall, She's Tan, She's Terrific	(Mills Music Inc.)	16
Snake Charmer	(E. B. Marks Music Co.)	16
Sweet Someone	(Leo Feist Inc.)	15
My Heaven on Earth	(Witmark and Son)	15
I See Your Face Before Me	(Crawford Music Co.)	15

McWhorter Reorganizing WALR Program Dept.

Zanesville, O.—Harold McWhorter of the West Virginia Network has been at WALR reorganizing the program department. Bob Horn, former program director, is now a member of the announcing staff. McWhorter remains until new program director arrives.

KSFO Appoints New Rep

San Francisco—Free & Peters Inc. has been appointed national sales rep for KSFO, according to Philip G. Lasky, general manager of the station. Leo Bowman, coast manager for the rep firm, handled the deal. John Blair & Co. formerly handled the station.

KYW "Round Table"

Philadelphia—University of Pennsylvania has started an educational round table over KYW titled "University of Pennsylvania Question Box", patterned along lines of the Chicago round table conference.

Gen. Butler on WORL

Boston—When Major General Smedley D. Butler talks next Monday in the ballroom of Hotel Statler, at the second annual radio conference of the Mass. State Federation of Women's Clubs, the proceedings will be aired over WORL.

Benny From Frisco

West Coast Bureau, RADIO DAILY

Los Angeles—Next Sunday's Jack Benny program will come from San Francisco. Billy Morrow and Ed Beloin, writers, preceded the troupe north by several days to absorb local atmosphere.

KALE Boost in Power Starting Next Month

Portland, Ore.—KALE, recently authorized by FCC to boost power from 500 watts to 1,000, is installing equipment and expects to be on the air with its new power in 30 days, according to Charles W. Myers, treasurer.

Governer Martin last week extended congratulations to the station owners on the power increase.

McGillvra in Chicago

Chicago — Joseph Hershey McGillvra is here looking over several prospects to replace George Roesler, who is leaving firm Jan. 15. Roesler, who has been in temporary charge of local office because of illness of George Besse, expects to announce new affiliation in a week.

WLW Pair to Wed

Cincinnati—Betty Lee Arnold and Allen Franklin of the WLW dramatic staff will be married Jan. 29.

Stranger Than Fiction

Infinitely more dramatic and fascinating than fiction are the true stories surrounding 200,000 cases handled by the only agency in the country specializing in the location of missing persons. Material for a program that will interest everyone.

SKIP TRACERS COMPANY
515 Madison Avenue
New York City

COMING and GOING

VIVIAN DELLA CHIESA and mother are in New York from Chicago for a visit. The soprano's sustainers will air from Radio City all week.

NELSON CASE, NBC announcer for Phil Spitalny's "Hour of Charm" and other eastern shows, vacationing in Chicago.

FRED WEBER, general manager of Mutual, and MRS. WEBER are back from their Coast trip.

ARTHUR J. COSTIGAN, traffic manager of RCA, sails today aboard the Manhattan for Cairo, where the International Radio Congress will take place.

MOSE GUMBLE, head of the Professional Music Men's Association, is on the Coast for a short visit.

JOHN BARBIROLLI sails today aboard the Berengaria for a four-week vacation in Europe.

NILA MACK, CBS writer and director, is visiting her mother in Kansas.

MICKEY ALPERT returns today from an engagement in Philadelphia.

MISS PAT STANTON, secretary to Elliott Roosevelt, has arrived in New York from Fort Worth coincident with the establishment of the new Hearst Radio president's headquarters in this city.

ARTHUR BORAN leaves shortly for Miami to appear at the Cinema Casino, set by Bill Wolfe of the CRA office.

JOE V. CONNOLLY of the Hearst organization expected back in town today.

Roosevelt Takes Over

Elliott Roosevelt arrived in town yesterday and took over active managerial duties as head of Hearst Radio Inc. He spent most of the day in conference with other Hearst executives. Understood that William Randolph Hearst himself is in town holding a series of powwows. Murray Grabhorn, most recently manager of Hearst's KEHE, also arrived in town yesterday, as assistant to Roosevelt.

Billy Mills With "McGee"

Chicago—Billy Mills, CBS musical director until a year ago, takes over musical end of Johnson Wax's "Fibber McGee" show starting Jan. 17, while Ted Weems is on tour. Mills probably will stay with the show if he clicks.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

and equipped with all essential information to guide you in planning complete spot advertising campaigns on any of the dominant radio stations represented by

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

FCC MAY ASK CONGRESS FOR LICENSE FEE LAW

(Continued from Page 1)

revealed that it was powerless to censor radio advertising (which is in the province of Federal Trade Commission) and stated that it could not exercise any other form of censorship except over lewdness. The Commission estimated unofficially that more than 28 per cent of the nation's broadcasting facilities were either owned or controlled by newspapers.

During the fiscal year, reports were received of the operation of 477 unlicensed radio stations. Action taken by the Commission resulted in discontinued operation of 357 stations, leaving 120 stations under investigation at the close of the fiscal year.

Continued growth of the broadcasting industry was evidenced by the fact that the Commission received 295 applications for new stations and granted authority for the construction of 51 stations, while seven existing stations were deleted. At the close of the fiscal year 704 regular broadcast stations held licenses, an increase of 44 over previous fiscal year.

Of significance, it is pointed out, is the fact that 270 stations share time or operate only in daytime or during limited time or specified hours; 48 stations share time in the same city, 77 stations share time with stations in other cities; 119 stations are limited or daytime stations; 26 stations are specified-hours stations and 430 stations are unlimited time stations.

The report states that there is a great demand for television service. Considerable information was presented at the informal engineering conference, indicating that because of the higher definition television pictures of the detail now possible could not be successfully transmitted within the limits of the two lower frequency television bands of 2000-2100 kilocycles and 2750-2850 kilocycles, and that these frequency bands could be used to better advantage by other services. There were 17 licensed stations and three applications for construction permits for television stations at the close of the fiscal year. This number has been considerably increased since then, however.

It is understood the FCC will urge Congress to proceed cautiously in the matter of both censorship and imposition of license fees, because of the close relationship of the industry with constitutional rights of free speech and free press. The Commission is believed to be in favor of Commissioner Payne's suggestion for a wattage tax, since it is definitely vetoing suggestions of a tax on radio sets.

WQXR
BETTER BROADCASTS for BETTER BUYERS
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

Welcome to Visitors

Miami auto tourists are being welcomed to the city these days in a novel starter over WQAM. Leslie Harris, special events director, and Lt. Dan Reynolds, stop incoming cars as they cross city limits, extending greetings of Miami and putting them wise to traffic conditions. Free copies of traffic regulations are given, and subjects are invited to talk about themselves and their journey, via the mobile short wave transmitter.

Fire Alarms Broadcast

By arrangement with the Memphis Fire Department, WHBQ is airing the location and nature of fires as soon as they are reported in the city. Fire sound effects usher in each notice, and safety feature is introduced by tracing cause of the blaze and advising listeners how to avert similar misfortune. News from the fire house is given to the station in code, eliminating danger of false reports from pranksters.

No Further Extensions Being Granted by AFM

(Continued from Page 1)

every word of the 200 contracts now set while some 50 odd are in the mail. He is optimistic on the outcome since approximately $1,250,000 in additional musician expenditures are now assured by contracts already in escrow.

No expense is being spared to see that broadcasters and AFM locals get off on a proper footing, and in clarifying certain situations that arise some 40 locals were called on the phone one day the past week at an expense to the AFM of $700. Negotiations are in progress in every leading city with virtually every important outlet already signed up. Approval of his decision to declare the IRNA plan operative will be received by Weber from other members of the AFM Executive Board by phone.

WBZ-WBZA Appointments

Boston—Among New Year appointments by John A. Holman, g.m. of WBZ-WBZA, was the naming of Frank R. Bowes, former NBC salesman here, to sales manager of the two stations. Robert E. (Bob) Evans, former sports reviewer at WGAR, Cleveland, joined the WBZ-WBZA news staff. Arch Macdonald, who has been doing news at WBZ, was transferred to the program department to handle auditions and program ideas.

Two Join WOR Sales Staff

Jack Lowe and James Fishback, advertising men from newspaper field, have been added to the WOR sales staff. Lowe comes from the New York Times most recently, while Fishback is from the New York Sun.

Ted MacMurray Promoted

Chicago—Ted MacMurray, WBBM production director, has been named WBBM - CBS production supervisor, succeeding Bob Hafter, who has been assigned to full-time work handling the Wrigley "Double Everything" show. MacMurray came to WBBM five years ago from KWK as an engineer.

Hollingbery Takes Over Full Ownership in Firm

(Continued from Page 1)

president. Mrs. Jean Craig also is attached to the New York office.

Hollingbery will assume exclusive representation of WWJ, Detroit, on Jan. 15, and WHIO, Dayton, Feb. 1. Other stations are WHAM, WDRC, WOKO, WEEU, WORC, WIBX, WREN, WEBS, WAAF, KSCJ, WCOL, WJAX, WIOD, WJDX and WBIG.

More Political Talks Are Planned by Mutual

Mutual broadcasting plans for 1938 call for more talks on political and economic subjects, by speakers qualified to give enlightenment on the issues, it was stated by Theodore C. Streibert, executive v.p., on the network's "1937 in Review" broadcast New Year's night.

Streibert displayed an excellent voice as a commentator.

Song Complaint Dismissed

Federal Judge John C. Knox in the U. S. District Court, yesterday dismissed the complaint of Ira B. Arnstein, who brought suit against Ascap, the MPPA and leading networks because of alleged non-payment of royalties and dividends on 50 songs he claimed to have written during past few years. Judge Knox allowed Arnstein 30 days in which to amend his complaint and also advised Arnstein to hire an attorney to do it.

GOSH - a smallie with results!
KRMC
JAMESTOWN, NORTH DAKOTA
Managed by
VAN CRONKHITE ASSOCIATES
Chicago and New York
"The biggest little buy in radio"

3 NETWORKS' BILLINGS UP 16 PER CENT IN '37

(Continued from Page 1)

of $2,786,618, up 14.5 per cent over the same month a year ago. NBC-Red receipts were $2,535,046 up 4.8 per cent; the Blue was down 3.1 per cent with a total of $1,104,040.

NBC combined figure for December was the network's second largest month in its history. A total of $3,639,406, up 2.3 per cent against December 1936, was billed.

Mutual estimates that its yearly figure will run around $1,900,000 with the December figure totalling $240,000. The 1936 MBS total was $1,987,573.

In dollar volume, CBS had the largest gain during 1937 with an advance of $5,500,000 against $4,000,000 for the combined NBC networks.

Baseball on WFIL

Philadelphia—The 77 home games of the Philadelphia Athletics, recently signed by Kellogg, will be aired over WFIL. This is the first time station has ever had baseball, except for World Series. N. W. Ayer handled the account.

National League games have not yet been set.

KJR Kid Show from Theater

Seattle—"Uncle Frank's Children's Matinee" over KJR will originate on the stage of the Egyptian Theater here starting Jan. 8 to accommodate over-capacity studio audiences. Increasing interest by the public in seeing actual radio programs in production caused the change to this city's finest suburban show house which has a capacity of 1,300 persons.

Frank Coombs, who directs the youngsters' variety show, remains under the sponsorship of Fisher Flouring Mills of Seattle. A new contract calls for 15 weeks from the Egyptian stage with the option of renewal at the end of that period.

SENSATION OF '38
Daredevils OF HOLLYWOOD

A new, copyrighted, transcribed radio feature. 26 quarter-hours, packed with thrilling experiences of Hollywood movie-stunt men. Ideal for weekly broadcast. Write *now* for full information.

RADIO PROGRAMS DIVISION
Walter Biddick Co.
1151 S. Broadway, Los Angeles

NEW BUSINESS
Signed by Stations

WBNX, New York: General Baking Co. (Bond Bread), time signals, through BBD&O.

WHIP, Hammond, Ind.: McKinsey Milling Co., Polish series.

KNX, Los Angeles: Campbell Cereals, "Under the Sea With Jack Westaway," through Ruthrauff & Ryan.

KFRU, Columbia, Mo.: Smith Chickeries, spots, through Shaffer-Brennan Advertising Co.; Bradley Bros. Nursery, spots, through Shaffer-Brennan Advertising Co.; Rexall Drug Stores, ETs, through Spot Broadcasting; Coca Cola, "Refreshment Time," through D'Arcy Advertising Agency.

KSL, Salt Lake City: Royal Baking Co., "Jimmy Allen Series."

KYW, Philadelphia: Standard Oil of N. J., news, through Marschalk & Pratt.

WBT, Charlotte: Mantle Lamp Co. (Aladdin Lamps), ETs, through Presba, Fellers & Presba; International Agric. Corp., (fertilizer), announcements, through Groves-Keen, Inc.; Horse & Mule Assoc. of Amer., announcements, through Rogers & Smith; Blackstone Products Co. (Aspertone), "Grady Cole," program, through Radio Sales.

WHO, Des Moines: Procter & Gamble (Dreft), "Kitty Keene," through Blackett-Sample-Hummert; Colgate-Palmolive-Peet, "Myrt and Marge" and "Hilltop House," through Benton & Bowles; National Biscuit Co., "Dan Harding's Wife," through McCann-Erickson; Champion Milling & Grain Co., farm news, through Rogers & Smith; Sterling Casualty Insurance Co., musical clock, through Frankel-Rose Co.; Dr. W. B. Caldwell Inc., "The Party Line," through Cramer-Krasselt Co.; Publishers Service (Woman's World), through Albert Kircher Co.; General Mills, "Hymns of All Churches," through Knox-Reeves, and "Betty and Bob" and "Jack Armstrong," through Blackett-Sample-Hummert.

GUEST-ING

ROBERT TAYLOR as emcee, LIONEL BARRYMORE, and others, on "Good News of 1938," Jan. 6 (NBC-Red, 9 p.m.).

TOM HOWARD and GEORGE SHELTON, on Benny Goodman-Camel program, tonight (CBS, 10 p.m.).

HARRIET PARSONS, on Bromo-Seltzer program, Jan. 5 (NBC-Blue, 8:30 p.m.).

BEVERLY LANE, soprano, on Ford Sunday Evening Hour, concert Jan. 9 (CBS, 9 p.m.).

BUDICE SHAPIRO, violinist, on "Magazine of the Air," Jan. 9 (CBS, 5 p.m.).

Jules Nassberg
INSURANCE
MONEY FOR ALL THREE
FAMILY—RETIREMENT—DISABILITY
IN ONE SIMPLE PLAN
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Eddie Garr, before going to Chi for New Year's, was signed by J. Walter Thompson to take over the vacated Sidney Skolsky 15-minute period opposite Eddie Cantor beginning Jan. 12—also for Bromo Seltzer.... Al Goodman takes the baton now wielded by Leo Forbstein on "Your Hollywood Parade" Jan. 19. Forbstein is busy with pix....Rupert Hughes is writing a dramatic series for Edward Arnold, flickerdom's "Diamond Jim"....Is Lillian Gish coming to the airwaves in a weekly series?.... Phil Baker's show may come from N. Y. around Feb. 1....Charlie Cantor returns to the Ipana show....Portland Hoffa's dad, Dr. Fredrick Hoffa, died before she entrained from the coast....Jack Oakie gets the Ted Healy spot in the Vallee flicker....Rudy Vallee and Co. will be back in the Big Town around Easter Week—because they're booked back into Loew's State then....Eddy Duchin closes at the Plaza Jan. 25 and opens at the coast's Cocanut Grove Feb. 1, airing via MBS....Nat Brandwynne closes at the Pierre Jan. 8 and opens at the Statler in Detroit the 12th with a major wire....Kate Smith will sign a contract this week to write a daily column for a syndicate a la Mrs. FDR. Space allotment same as the late Will Rogers....Mennen is looking for a variety show....Fred Allen writes his air material in pencil—but hand lettered! Can't write script.**

● ● ● *No chance any longer for spielers at KDAL, Duluth, to be late in getting news flashes on the air. Chief Engineer R. A. Dettman has devised a gadget which calls announcer's attention to special flashes....Gadget, which the men there call the "Red Light," is an amber light that flashes on the wordslingers' booth panel. It is actuated by KDAL's press operator at transmitter when he receives an urgent bulletin....Signal can't be ignored because it remains on until switched off—and the switch is located in the news-room right alongside the teletype machine....A staff announcer at KIDO, Boise, Idaho, sprung a new alibi the other a.m. when he arrived late for studio duty. Said his close friend was wearing "their" black tie. Explanation: An announcer at KIDO is not officially on duty unless he sports a dress shirt and tie!*

● ● ● **"Big Town," the Ed. Robinson-Claire Trevor show, which was slated to begin a "repeat" series tonite, won't because CBS can't clear the time until March 1....Vincent Travers is being talked about to join WCAU, Philly, as musical director....Singer Judy Starr had to call off her engagement at the Drake abruptly because of a recurrence of hemorrhages due to her recent auto accident....Rose Blaine and Tiny Wolf go with Benny Davis' vaudeville unit....Joe Candula gets the second spot at the French Casino....Will Rockwell, formerly pro manager for Miller Music, is now a nite club owner—owning Mammy's Chicken Farm on W. 52nd St. 100%.... Barry Wood takes over on that CBS Monday nite half-hour variety show Jan. 17 with Doris Rhodes and Ben Hawthorne....Wynn Murray left "Babes in Arms" in Philly Sat. and goes to Sam Goldwyn unless NBC has a show for her. Show will close in Philly this Sat.....Judy Garland will be elevated to stardom by MGM within the next four months. A concentrated ad campaign will bring the Oakie College singer into the Garbo-Gable-Crawford class....Henny Youngman gave another audition last week for Lucky Strike's MBShow.**

● ● ● *Michael J. Boden, manager of the Hotel St. James in Philly, is going on WIP there with an operatic show....Pioneer and wild west days are ever present at KFOX, Long Beach, Cal....A visitor walking unsuspectingly into the studios might well be amazed to hear cries for "Daniel Boone" and "Jessie James"—but both are staff members....Boone is a technician and James is secretary in the commercial department.*

☆ F. C. C. ACTIVITIES ☆

APPLICATIONS GRANTED

WWL, New Orleans. CP to install new equipment and increase power to 50 KW.

J. K. Patrick & Co., Athens, Ga. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KGKO, Fort Worth. CP to move to Fort Worth and increase power to 1 KW., 5 KW. LS. 570 kc., unlimited.

KFNF, Shenandoah, Ia. CP to increase power to 1 KW., 5 KW. LS.

W. E. Whitmore, Hobbs, N. M. CP for new station. 1500 kc., 100 watts, daytime.

APPLICATIONS DENIED

Arthur H. Croghan, Minneapolis. CP for new station. 1310 kc., 100 watts, daytime.

WHOM, Jersey City. CP to change equipment and increase power.

Leon M. Eisfeld, Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Geraldine Alberghane, Pawtucket. CP for new station. 720 kc., 1 KW., daytime.

Robert Raymond McCulla, Oak Park, Ill. CP for new station. 1500 kc., 100 watts, daytime.

WKY, Oklahoma City

M. H. Bonebrake, advertising manager, returned from Christmas vacash in Missouri.

Leroy Stokley, sales department, to Wichita on vacation.

Smith Manufacturing Co. sponsoring daily 15-minute show called "Sunrise Review." Show local; sponsor from Kansas City.

Oklahoma Gas & Electric program began Jan. 1 with Lee Norton, vocalist, and Ken Wright, organist, in 15 minutes following Amos-Andy spot.

GROMBACH PRODUCTIONS
INC.
113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoring, consultant services, production.

Radio Program Service in whole or in part, Unit Productions or Production Units set up, sold or leased. Program requirements analyzed and legal clearances checked.

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone CIrcle 7-2678

Exclusive Representatives for outstanding free-lance writers and directors.

Chicago

STUART HAYDON, formerly news editor with Van Cronkhite Associates, has left VCA and set up his own radio production agency.

Peggy Wall and Cornelius Peeples will support Sunda Love and Francis X. Bushman in the new Colgate toothpowder serial, "Step Mother," to be launched over CBS on Jan. 17.

Jack Stillwell and Edythe Dixon of WLS scored a scoop in getting the first and longest interview with Norm Alley, Panay film photographer, when he landed here.

Betty Ito, Japanese actress and student at University of Chicago, is now an Oriental actress in NBC releases due to the Japanese disfavor because of the conflict in Asia.

Annette King, NBC contralto, and Frank R. Reid, assistant state's attorney of Aurora, Ill., were married New Year's Day. Fran Allison substituted for Miss King while they went on three-day honeymoon.

Todd Hunter, WBBM news commentator, will be sponsored by Chicago Motor Club starting today. He also continues with Penn Tobacco. McJunkin agency has the motor club account.

Oshkosh Overalls is launching Pat and Hank as editors of the Haleyville Hornet on WLS. Ruthrauff & Ryan has the account.

Jack Van Volkenburg, assistant to Leslie Atlass, CBS v.p., to St. Louis for a few days.

"Words and Music" moved yesterday to 12:15 on NBC. Show features Olga Kargau, Charles Sears, Edward Davies, Larry Larsen and Harvey Hays as narrator.

George Ferguson and Larry Kurtze of WLS, with their families are motoring to Hollywood where the two men are setting up the new WLS Artists Bureau branch.

Allan Grant, NBC pianist, has turned out a new song titled "Bohemia."

Les Weinrott is splitting his personality to turn out gags for Quaker Oats "Cabin at the Cross Roads" while writing entire script for "Margot of Castlewood."

Warren Brown of WJJD's "Sports Edition" to New Orleans to cover the Sugar Bowl game.

Sunda Love substituting for Margarette Shanna on General Mills "Arnold Grimm's Daughter." Plan is to move a microphone to Miss Shanna's bed at Passavant Hospital, where she is recovering from appendectomy.


COLONEL JACK MAJOR
"THE PADUCAH FOLLIES"
Today 3-3:30 P.M. EST.
WABC-CBS Network
The Colonel From Kentucky

ORCHESTRAS - MUSIC

BEN BERNIE and all the lads opened at the swank new Zebra Room of the Town House in Hollywood on New Year's Eve. MCA set the deal. Phil Harris and his band open at the Palomar on Jan. 12, handled by MCA.

Chick Webb and his Savoy Swing Orchestra will play a week at the Apollo Theater starting Friday.

The Savoy Ballroom has Lucky Millinder's band for a week, to be followed by Willie Bryant and his band.

"Bei Mir Bist Du Schoen" has been recorded by George Hall's orchestra, with Dolly Dawn singing the novel lyrics, on Vocalion records.

KVI, Tacoma, presented the Mickey Mouse Band, composed of 65 boys between the ages of 10 and 18, in a half-hour program last week. This unique organization was started six years ago as part of a Mickey Mouse Fan Club which met at a local Tacoma theater every Saturday. Now it has grown so that it is one of the finest juvenile bands in the country, winning nation - wide recognition when it played over a coast-to-coast CBS hookup last June. The youthful musicians have an amazingly extensive repertoire, including many numbers usually played only by older musicians.

Lee Grant, currently featured with his orchestra on WMCA's "Grandstand and Bandstand" commercial, has another innovation in "Nursery Rhyme Jam," in which he interprets the old nursery rhymes through this new medium.

Bandleader Ray Block's newest singing protege, Nan Wynn, has been assigned a permanent spot on the Columbia networks Tuesday evenings at 6 o'clock. She will be heard at that time with Block's orchestra.

WICC, Bridgeport, has retained Gus Meyers Jr. and his orchestra, Globe Theater feature, as its studio band.

"Village Festival," a seldom heard work by Cesare Sodero, concert, opera and radio conductor, is to be broadcast by the Radio City Music Hall Symphony Orchestra, under the direction of Erno Rapee, on Sunday at 12:30 p.m. over NBC-Blue network.

BOSTON

Fred Hoey, New England's ace baseball aircaster, will do a thrice weekly sports review spot on Yankee network under the sponsorship of Avalon cigarettes. Show starts this week and will be heard on Tuesday, Thursday and Saturday at 6:15 p.m.

Ella Logan, of the screen and radio, will open a week's engagement on the stage of the Metropolitan Theater on Thursday.

KSL, Salt Lake City

Starting this week, 14 new all-live-talent shows weekly are being aired by KSL. Musical head Gene Halliday has a formidable schedule of musical offerings.

Earl J. Glade, managing director, made a brief radio address on the anniversary program of the Logan Garment Co., a consistent KSL client.

Judith Adams has a bandaged hand, due to poisoning.

WOC, Davenport, Ia.

Twenty-one employees who have been with station six months or longer shared in the usual yuletide bonus paid by Tri-City Broadcasting Co.

Col. B. J. Palmer, president, threw a big party for all orphan kids of the Tri-Cities. It is planned to make this an annual event, according to Clark A. Luther, station manager.

Gene Furgason Breaks Leg

Hot Springs, Ark.—Gene Furgason, head of Furgason & Co., radio reps of Chicago, is in a hospital here, result of a broken leg. While riding, Furgason was thrown by his horse and before he could get out of way animal stepped on leg, fracturing it.

LINCOLN

Jim Cox, continuity man for KFAB-KFOR, has a new show called "This Thing, Success," twice weekly. Reads incidents out of the lives of successful Nebraskans and nominates others he thinks will be up there.

Don Searle, new general manager with KOIL, KFAB and KFOR, will be formally introduced to the ad club here this week. Ben Ludy was promoted to g.m. at WIBW, Topeka, to fill the vacancy created by Searle's departure.

KVOR, Colorado Springs

Norman Terry of KSD, St. Louis, visited his brother, Hugh Terry, KVOR manager, during holidays.

Anita Perry, secretary to the manager, is engaged.

Paul Hughes, newsman, had a lead role in the local Drama Club's "Goodbye, Again". Zelle Wade of the production department will be in "Beggar on Horseback."

Leon Marshall, salesman, spent New Year in Chicago. Wauhillau LaHay, program director, went to Dallas for the Cotton Bowl game.

KCRC Raises Capitalization

Enid, Okla.—Enid Radiophone Co., operators of KCRC, has secured a capital stock increase from $25,000 to $50,000.

NFA Radio Newsfeatures
Available to only one radio station in each city
Represented exclusively by
STEPHEN SLESINGER, INC.
250 Park Avenue New York

Los Angeles

THE various stations of the McClatchy chain in California are to have immediate installations of RCA equipment for facsimile broadcasting, with a number of receiving sets included in each instance, to carry on experimentally in this field under the permit recently granted by FCC.

KFWB initials "Hollywood Matinee" on Jan. 10 featuring Tommy Harris, billed as the "little king of song," with Bert Fiske's orchestra, and Beth Wilson, femme vocalist. Program will be on a five-times-weekly schedule and will be released by all of the affiliated CRS stations.

Claude Sweeten, musical director at KEHE, has a new Tuesday and Thursday mid - afternoon program called "Colonial Miniatures." Logged at 2:30 p.m., immediately following the perennial and popular "Listen Ladies."

Lillian Ariel and Margaret Kintz-Duncan, piano duo well remembered by local listeners, return to the air after a too-long absence with a KFI program at 7:45 p.m. Saturdays.

"Morning Merrymakers," which, oddly enough, was formerly heard over the Don Lee net from KFRC, San Francisco, in the afternoon, has been switched to a more appropriate spot at 8-8:30 a.m.

Myron Fox, in charge of special events at KDYL, Salt Lake City, in town and assisting Don Forbes at KNX in handling all the holiday sports and festivities.

After 39 weeks on the Don Lee net, "House Undivided," Young & Rubicam-produced show for La-France products, mutes following the Jan. 14 airing. Norman Field, Cliff Carpenter, Jane Morgan and Mary McIntosh have been featured in the dramatic serial, which was supervised by Everett Meade and produced by Murray Bolen for the Y&R account.

Results COUNT MOST
WCSH
PORTLAND, MAINE
Maine's Largest Station
NBC Basic Red Network
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

☆Program Reviews and Comments☆

"MICKEY MOUSE"

Pepsodent Co.
WEAF—NBC-RED Network,
Sunday, 5:30-6 p.m.
Lord & Thomas

WALT DISNEY AND GANG IN A LIVELY "SILLY SYMPHONY" FOR RADIO. ESPECIALLY AMUSING TO YOUNG.

Powerful array of Disney characters plus the orchestra under the baton of Felix Mills right from the Disney lot invaded a network for the first time in a series of its own and from Mickey Mouse down to Goofy, the characters and program clicked from beginning to end. Disney himself was on hand, and while he reiterated they had much to learn about radio, it is to be hoped that he doesn't "learn" too much and keeps right on as per opening program. Continuity was first rate, although the way it was run off the average listener would believe the gang just happened on the studio stage and got goin'.

If Donald Duck didn't steal the show it wasn't his fault, for he was going great guns; the skit toward the close, which appeared to be a preview of "The Magic Mirror," was as dizzy and funny as any of the "symphonies," while the orchestra on its own was no slouch as to entertainment. Subsequent shows will contain pages of past Disney releases.

Pepsodent credits were nicely handled and dove-tailed into the show smoothly. Account has a real comedy hit on its hands and few shows can boast of the kind of wow injected by the birds with the merry-go-round voices or broken record delivery, as it were. There were plenty of laughs throughout the program apart from this.

"ARMCO BAND"

with Frank Simon, directing
American Rolling Mill Co.
WJZ—NBC-Blue, Sundays,
3:30-4 p.m.
N. W. Ayer & Son Inc.

BAND MUSIC, WELL PLAYED, WILL GATHER ITS QUOTA OF THE SUNDAY AFTERNOON LISTENERS.

Frank Simon and his "Armco" band are back on the air for American Rolling Mill. Initial program was made up of straight band music, a touch of light classical, plus a solo by Billy Snyder, 14-year-old cornetist.

"March of the Steel Men" started off the program, followed by "Allah's Holiday," "Carnival in Paris" and "Night Wind March." Snyder gave a good rendition of "Napoli" as his solo number. Strange how youthful musical prodigies always select difficult numbers for any public performance.

Program probably because of its martial air, seemed to be a very short half-hour. Which indicates that program has all the appeal that is necessary for any radio show. Program originates from the studios of WLW.

PAUL WHITEMAN

Liggett & Myers To
(Chesterfields)
WABC—CBS Network, Friday
8:30-9 p.m.
Newell-Emmett Co., Inc.

PLEASING INTIMATE HALF-HOUR OF ENTERTAINMENT, WITH A WHITEMAN-CROSBY REUNION.

For the first time in nearly a decade, the Paul Whiteman orchestra is again heard on CBS, also for a cigaret account, as it happens. Bing Crosby as the first guest star recalled the early days with the band and otherwise held a gabfest with P. W. in the style well known to the Kraft Music Hall audience. Oliver Wakefield acted somewhat as emcee and also did a few minutes of his monologue in his usual garbled double-talk delivery, but he seemed out of place. When folks tune in Whiteman, they want to hear music, not too much interrupted and without forced attempts at comedy. Whiteman himself can hold up the talking end—and incidentally he was in rare form on the opening show.

Orchestra's opening rang in some of the old tunes made famous by the band and for a fast number later on played "Rosalie," followed subsequently by "Mardi Gras" from Grofe's Mississippi Suite.

Orchestra had the inimitable Whiteman touch, but unknown to the vast radio audience there were undoubtedly some fast instrumental changes made more or less at the last minute. During his stay in Texas and on the road, Whiteman experimented with a band devoid of violins, using reed instruments to replace them and was well on the way to perfect an altogether different type of instrumentatior when the new sponsor decided that the strings ought to be back, and they were replaced. Nevertheless the sock was there. Chesterfield credits were short and in good taste.

Coast broadcasts will be for this month only, and with the return eastward, Deems Taylor will act as emcee with the orchestra probably delving into the more modern American music pieces of which P. W. is unquestionably head man.

"BETTY MOORE TRIANGLE CLUB"

Benjamin Moore & Co.
WEAF—NBC-Red, Mondays,
11:45-12 noon

PAINT AND DECORATION PROGRAM VERY HELPFUL TO SPRING CLEANERS.

Marking its tenth anniversary on the air, the Benjamin Moore & Co. paint program returned yesterday with its familiar talks on interior and exterior painting and decoration.

Through the medium of Betty Moore, who suggests colors and paints, discusses a "color scheme of the day" and then takes up individual painting problems as submitted by listeners, the program serves a very useful purpose while obviously promoting sales of the sponsor's products.

"IT'S WHEELING STEEL"

Wheeling Steel Corp.
WOR-Mutual, Sundays, 5-5:30 p.m.
Critchfield & Co.

MUSICAL PROGRAM WITH WHEELING EMPLOYEES AS THE TALENT TURNS IN A NICELY PACED HALF-HOUR.

It is very seldom that a program made up of non-professional talent can broadcast a 30-minute program that is easy on the ears. The Wheeling program is well produced and the talent stays within its bounds when selecting its musical items. Such numbers as "We Saw the Sea," "You're a Sweetheart," "Little Gray Home in the West," "Just a Little Love Song," "Down by the Old Mill Stream," "Somewhere a Voice is Calling" and "Let That be a Lesson to You," made up the list.

Walter Shane, baritone, Sarah Rehm, and the Millmen's Quartet did the vocals. Sixteen-piece orchestra under the direction of Earl Summers furnished the musical support. Bertie Howell offered "Waltz Vanity" as a saxophone solo. The "Old Timer" handled the commercials along with Walter S. Patterson, who did the emcee duties.

The major script fault lies in the too frequent mention of the word "Wheeling." Program, according to the press release, is designed to appeal to Wheeling employees and their friends, but maybe the sponsor is being modest. It will appeal to the regular dialer, too. Program originates from the studios of WWVA, Wheeling.

"MARGOT OF CASTLEWOOD"

Quaker Oats
WJZ—NBC-Blue, Monday through
Friday, 10-10:15 a.m.
Lord & Thomas

SURE-FIRE SERIAL STUFF WITH TOP-NOTCH CAST AND ACE SCRIPT.

As the new half of the double-feature Quaker Oats morning show on CBS, this new serial by Les Weinrott is the type of stuff that always proves popular. The girl in the case, Margot Carver, is a modern girl who wants to break away from her uppish old-line American family to make a career on her own. So she decides to go to Hollywood. Plenty of excitement and adventure is thereby promised the listeners.

Script is an expert job and all its values are elicited by the crisp acting of an excellent cast including Barbara Luddy in the title role, Charles Carroll as co-star, Francis X. Bushman and Miss Thel Owen.

The other 15 minutes of the half-hour space starting at 10 a.m. is occupied by a continuation of "Cabin at the Crossroads," by the same author, with Harriette Widmer as Aunt Jemima; Roy Brower, tenor; Sammy Williams and his band; Noble Cain's a capella choir, and Vance McCune and Forrest Lewis in comedy.

"THE WOMAN IN WHITE"

Pillsbury
WJZ—NBC-Red, Monday through
Friday, 10:45-11 a.m.
Hutchinson Adv'g Co.

AIMED AT WOMAN INTEREST, NEW SERIAL SOUNDS LIKE IT HAS SWELL POSSIBILITIES.

This is the new serial for which Irna Phillips, author, decided to give up writing her popular "Today's Children." Whether decision was a wise one could not be adequately determined by the first broadcast yesterday, as the newcomer barely acquired its sea legs in the initial airing.

With a hospital background, new script is well written and there is plenty of scope for it. Surrounding the "woman in white," one of those sympathetic, understanding and inspirational characters who helps folks around her to work out their difficulties, is an ambitious young doctor, played by Macdonald Carey; a nurse, portrayed by Ruth Bailey; a student nurse, played by Toni Gilman, and her brother, acted by Willard Farnum.

Cast is thoroughly capable and Miss Phillips knows her script writing.

"ATTORNEY-AT-LAW"

with Jim Ameche
S. C. Johnson & Son Inc.
WJZ—NBC-Blue, Monday through
Friday, 10:30-10:45 a.m.
Needham, Louis & Brorby Inc.

DRAMATIC SERIAL WITH LAW-OFFICE BACKGROUND MAKES INTERESTING START.

With Jim Ameche and Frances Carlon heading the cast, this new daytime serial has a couple of good points in its favor right there. In addition, locale of the action, a young lawyer's office, offers plenty of opportunities to drum up incidents, complications and dramatic highlights.

Ameche plays the title part of a young attorney, Terry Regan, who is more interested in furthering justice than in fat fees for his work. Initial situation dealt with a mother who had signed away rights to her child and later regretted the act, so the lawyer is called in to fight for the return of the little girl, who's being mistreated by her foster parents.

In the supporting cast are June Meredith, Lucy Gilman, Fred Sullivan and Grace Lockwood. Carl Wester is creator of the production.

"Magazine of the Air"

Switching to a Sunday afternoon 5-5:30 spot on CBS, the Heinz "Magazine of the Air" started its new career very auspiciously last Sunday. Program is a well picked assortment of ingredients, neatly blended together into a half-hour that moves along swiftly and pleasantly.

Channing Pollock, the playwright, makes a most amiable commentator,

(Continued on Following Page)

PROGRAM REVIEWS

(Continued from Preceding Page)

and his discoursing on happiness is both interesting and inspirational.

In the singing end, Morton Bowe treats the ears with his popular tenor voice, backed up by a Ray Block mixed chorus which has a number of individually meritorious voices. And Mark Warnow, conductor of the orchestra, weaves together the musical bits and the program as a whole with a graceful but firm hand, making the melodic portion of the show a real highlight.

A special guest is presented each week, and the visiting star on this occasion was Cornelia Otis Skinner, who is tops in the one-woman show line. She did a very amusing piece about Christmas morning.

Heinz also continues "Carol Kennedy's Romance," Monday through Friday. Maxon Inc. is the agency.

"DICK TRACY"

Quaker Oats
WEAF—NBC-Red, Monday through Friday, 5-5:15 p.m.
Fletcher & Ellis

DETECTIVE SERIAL WITH PLENTY ACTION AND EXCITEMENT FOR JUVENILES.

Taken from the newspaper cartoon strip, this program for kids made its debut yesterday in actionful and exciting style. It's the old cops and robbers formula, in effect, with Dick Tracy as the master detective who is out to get an auto hijacking gang headed by a villain whose identity is concealed by a respectable business front. With Dick on the gang's trail, the chief gives orders to his henchman to "get" the sleuth.

An efficient cast enacts the story, with Ned Wever doing a swell job in the title role, supported by such other first-rate actors as Lawson Zerbe, Walter Kinsella, Andy Donnelly, Ed Jerome and Howard Smith. Himan Brown is producer.

"Midwestern Stars"

Originating at WLW, Cincinnati, and fed to the east over NBC-Blue network last Sunday night, "Midwestern Stars" turned out to be a bright and snappy little musical show.

Designed to exhibit some of the up and coming talent of the nation's station, the show presented Phil Davis and his orchestra, which was plenty tuneful and lively; The Four Modernaires, harmony group; Allen Werner, a good tenor; Betty Burns, who also has a nice warbling style, and Red Barber, an ace sports commentator. James Leonard was emcee.

Program as a whole was a good argument for more originations outside the few big centers.

Frank Luther

Title of Frank Luther's new series, "Person to Person", aptly describes this Monday-through-Saturday quarter-hour over WEAF—NBC-Red at 9:15 a.m. For the well known tenor has a way of addressing his listeners intimately with warm and friendly remarks as a preface to his vocal selections. His voice is pleasing and his commentaries are enjoyable.

"Magic Key of RCA"

There was some grand acting on last Sunday afternoon's "Magic Key of RCA" over NBC-Blue when Orson Welles and Martin Gable presented the quarrel scene from their current Broadway hit, "Julius Caesar." Welles and Gable are the possessors of unusually fine radio voices, to say nothing of their emoting ability. Ears are eagerly attentive when these boys are on the air. Kirsten Flagstad, soprano, was another special item on the program, with Dr. Frank Black conducting the usual fine musical background.

Dr. Poling's Radio Hour

Spotted for Sundays at 3-3:30 p.m. over WMCA, New York, and WIP, Philadelphia, Dr. Daniel Poling comes back to the microphone in new series of discussions, principally addressed to youthful listeners. The clergyman's initial talk Sunday was of the inspirational caliber and set well for start of new year. "Problem" letters were invited from listeners for discussion on future broadcasts. Tom Perkins, baritone, was heard at opening and close of program in fine renditions of "Glory Road" and "Whither Shall I Go from Thy Spirit."

Al Pearce to Tour Again

Al Pearce and His Gang will begin another vaudeville tour the first week in February. Itinerary is being set by Fanchon & Marco with the group's Tuesday night CBS Ford program scheduled to come from various cities where troupe is playing.

WNBX Welcomes 1st Baby

Springfield, Vt. — WNBX special events department did not neglect its duty while celebrating New Year's, and Nick Carter, special events man, found a natural. Learning that the first blessed event of the year in Vermont took place in Bellows Falls early Saturday morning, he had recording equipment set up to record his long distance conversation with the doctor who brought the youngster into the world. Entire interview was aired later in the day, much to the enjoyment of the proud father. Infant was named Shirley Marie—and, believe it or not, she is another Smith.

Arts Unions Group to Meet

A joint mass meeting of organizations and unions, representing workers on the Federal Arts Projects, to build sentiment for the passing of the Coffee Federal Arts Bill now before Congress and to foster an immediate increase in personnel on the Arts Projects, has been called for Friday at 3 p.m. in the Center Hotel, 108 West 43rd Street. Burgess Meredith is chairman of the Arts Union Conference. Lee Simonson will broadcast over WEVD at 10:30 p.m. Thursday as a prelude to the meeting.

"Rising Stars" Renewed

"Rising Musical Stars" program heard Sunday nights on NBC-Red has been renewed. Grand award of $1,000 will be presented next Sunday to the outstanding musical star of the first nine weeks, instead of 12 weeks as originally planned. Candidates for this award are Eugene List, Carolyn Urbanek and Edwina Eustis.

Coca-Cola Renews on WHIO

Dayton, O.—The Sports News and Views program, a daily over WHIO, featuring Si Burick, Dayton Daily News sports editor and WHIO commentator, has been renewed for another thirteen weeks. This program is sponsored by the Dayton Coca-Cola Bottling Co.

Anna Sten for Serial

West Coast Bureau, RADIO DAILY

Los Angeles—Anna Sten, Russian actress imported by Samuel Goldwyn and who received her final citizenship papers only a week ago, has been signed by Harry David Fields, recently added to Frank Purkett's Associated Cinema producing staff, to play the leading role in a 15-minute live show now being readied and already titled "Tea Time." Series will be transcribed also, for foreign release.

Gene and Glenn Renewed

West Coast Bureau, RADIO DAILY

Los Angeles — Gene and Glenn have been renewed for another 13 weeks on KFI by Kellogg cereals. Boys have a quarter-hour weekday chore on this station, and double on sister station KECA with an evening period for a local sponsor. Recently staged an endurance broadcast by staying on the air for hours to sing request numbers for any and all listeners who phoned in a contribution to a newspaper holiday charity drive.

La. Governor on State Web

Baton Rouge, La.—Emulating the example of President Roosevelt, Gov. Richard W. Leche of Louisiana is to open a series of radio talks over a state hook-up here this week. The programs will run for an hour on Thursdays, twice a month, and will feature the governor as well as other members of the political family.

Mayor Exploits City Via Air

Springfield, Mass.—Mayor Roger L. Putnam has arranged a series of broadcasts over WMAS and WSPR to call public attention to the advantages of the city. Howard Keefe of WSPR will direct the programs and Kay Spencer will be radio reporter for the city. The first series of 13 broadcasts will go over WMAS.

AGENCIES

HOLLAND ENGLE, radio director for Erwin-Wasey, Chicago, laid up with back strain, result of a fall.

WADE AGENCY (Chicago) officials today will be hosts to cast of Alka-Seltzer "National Barn Dance" at a formal party in Medinah Country Club.

PLUMMER WHIPPLE, publicity man with N. W. Ayer, has been shifted from Detroit to Philadelphia.

KVI Carries On

Seattle—Radio network service to the Pacific Northwest was temporarily wiped out last week when a freight train hit a slide near Longview, Wash., but KVI, Seattle-Tacoma CBS outlet, met the emergency by reaching out 1,300 miles to re-broadcast KNX, Hollywood CBS key station. With CBS permission, KVI engineers at KVI's salt-water transmitter site out in the clear between Seattle and Tacoma pushed a button which placed in operation a high-fidelity special receiver and carried the programs with as good or better quality than the network normally delivers. Next morning it was possible for KVI to also pick up KOIN, Portland, while most stations played phonograph records.

Saphier in Coast Hook-up

James L. Saphier organization has been appointed Eastern Radio Representatives for the Small Co. of Hollywood. Saphier is now in Hollywood and office is run by James L. Stirton, general manager. Among the artists managed and represented by Saphier are Loretta Lee, Bob Hope (for radio) Barry McKinley, Harry Salter, Buddy Clark and others.

Small Co. on the coast, whose radio department is headed by Peter deLima, has a strong array of film and other talent heard on the air.

Gospel Renews on Mutual

Gospel Broadcasting Ass'n yesterday renewed the "Old-Fashioned Revival" on 35 Mutual stations, Sundays, 10:30-11 p.m. Renewal is signed for 52 weeks through R. H. Alber & Co.

Coughlin on WMCA

WMCA will be the New York outlet for the Father Coughlin program which returns next Sunday over an independent network.

KGVO, Missoula, Mont.

Erection of new Truscon vertical radiator is under way and new tower is expected to be in operation within next two weeks.

"Dude Ranch", scripted and directed by James Alden Barber, production manager, is a new Tuesday feature. It follows out the ranchhand idea, with Edna Conlin, Fred Elsethagen, Tex Sawyer, Marion Dixon, Evelyn Henry and Nora O'Reilly in the cast.

Emmett Glore, local attorney, writes and delivers a novel new series called "Curiosity Killed a Cat."

PITTSBURGH

Dick Stabile and Gracie Barrie, now Mr. and Mrs., departed Sunday for Miami, where they'll honeymoon aboard the Vanderbilt yacht. The middle of January, Stabile will take up the baton in Chicago, then westward to the Palomar.

Dick Liebert, who brings his band here for country club engagements and a special wedding, once played organ in Pittsburgh's Loew's Penn Theater.

Ray Pearl's Music remains popular at Bill Green's, where the proprietor has named a sandwich for the maestro.

Leonard Kapner, WCAE manager is happy to see the Bailey Sisters (June and Sylvia) clicking on the Shaw and Lee CBS program. Kapner liked the girls so much when they were here with Orrin Tucker that he gave them special time, predicted for them a future.

Jackie Heller, home for the holidays, declared that he'll be married before summer.

Rubinoff plans to be present for the big KDKA celebration Jan. 13.

WQAM, Miami

Ted Husing, guesting on Dinty Dennis' Kellogg quarter - hour of sports, as the Paul White, CBS special events director, and Les Qualey.

Preview of the Orange Bowl game fed to CBS by Ted Husing through WQAM facilities.

Arrival of the Michigan and Auburn football teams in Miami was aired by Leslie Harris and Dinty Dennis. Broadcasts included talks by coaches and players.

Gilbert Wolf and George Slinghoff, formerly with Pan American, added to the engineering staff.

Johnny Silvers and his orchestra, spotted for a quarter-hour nightly for the Biscayne Kennel Club over WQAM.

WBAL, Baltimore

Don Riley, sports expert, returned Monday in a thrice-weekly series of sports chatter and interviews.

"Co-Ed High," new dramatic serial by Warren Baker, 15-year-old member of station's continuity staff and featuring Junior WBAL Players starts this week as a Tuesday and Thursday offering.

Camel Show Adds Stations

R. J. Reynolds tonight will add WMFG, WHLB and WNBX to its Jack Oakie-Benny Goodman show on CBS, 9:30-10:30 p.m. William Esty & Co. is the agency.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

January 3

Earl Harper — Laurelta Hopton
Andrea Marsh — Freddie Rich
Herbie Kay

January 4

Pat Kelly

☆ Coast-to-Coast ☆

ALICE FROST of the NBC-Blue "On Broadway" cast and other radio shows is also identified with a stage hit. She's in the cast of "Shoemaker's Holiday," which was revived over the week-end by the Mercury Theater. Orson Welles, himself connected with stage and radio headline activities, staged the production. Vincent Price, Hiram Sherman, Whitford Kane, Edith Barrett, Frederic Tozere and John A. Willard are among others in the cast.

Janice Gilbert, Tommy Hughes, Adelaide Klein, Charles Slattery and others will appear in a satire on child movie stars to be presented as next Sunday's "On Broadway" production over NBC-Blue.

ST. LOUIS

Dr. Victor J. Andrew, consulting engineer and secretary of Chicago section of Institute of Radio Engineers, is here to advise on WEW's modernization program.

Ray Sweeney and Van Woodward of KMOX continuity staff spent Christmas with home folks in Kansas City.

Rollie Williams, KMOX production man, now infanticipating, got a set of quintuplets dolls as Christmas present from co-workers.

Lorraine Grimm, KMOX songstress, and Ray Sweeney are engaged.

Mabel Ware, WEW saleswoman, tossed a holiday party for staff which marked her as a local Elsa Maxwell.

Georgie Goebel, Kasper Sisters, and Ted and Emmert Painter are new talent additions at KMOX, resulting from Tiny Renier's recent scouting trip.

KFRU, Columbia, Mo.

A new singing trio, the Rhythm Rustlers (Bill Haley, Harry Campbell and David Stanford), is presenting a thrice weekly program of cowboy ballads.

Emmett Heath, the "Texas Ranger", had a heart attack while in the middle of a broadcast last week—but he carried on. He starts a new series for Big Smith overalls and work clothes this week.

WHK-WCLE, Cleveland

Jim Hill, engineer, is the father of a boy, a Christmas present.

Guy Wallace, WHK announcer, and Bernie Dennis, former staff artist, are now Mr. and Mrs.

Larry Roller, director of public events and special features, is writing a series of articles for National High School Thespian, Cincinnati.

Neil Killed in Spain

Edward J. Neil, AP correspondent who was killed in Spain last Sunday, is survived by his widow, Helen Nolan, member of the CBS press department and a son, Edward Jr.

Ronald Dawson of WOL, Washington, has become an American citizen. He hails from South Africa.

Lanny Ross, "Hollywood Mardi Gras" star, is arranging his concert commitments so as to be able to start on his new Columbia musical picture, "Paris on Broadway," by April 1.

Ivy Dale of the Ed Smalle chorus, heard on the Leo Reisman WEAF series, is currently singing featured roles with the Salmaggi Opera Company. Miss Dale occasionally sings solo with Smalle's chorus.

Choral director Lyn Murray has been signed to do the vocal arrangements for the floor show of Billy Rose's "Casa Manana," scheduled to open soon. This will not interfere with any of Murray's current air activities.

SAN FRANCISCO

Philip G. Lasky, KSFO g.m., surprised entire staff with a year-end bonus.

"Uncle Harry's Amateur School" on KYA celebrated its 100th broadcast last week. Dwight Newton is Uncle Harry. George Nyklicek assists at piano.

William J. Quinn, S. F. police chief, resumed over Pacific NBC-Blue yesterday with his dramatized stories written by David Drummond.

Though not generally known, it was one of KSFO's announcers who uncovered the recent Alcatraz penitentiary break.

Freddie Nagel and his ork will premiere "There's a Picture in Your Eyes", new song by Del Warner, on the dancecast from Hotel St. Francis over NBC-Red Pacific network Friday.

Tea Products on Coast CBS

Tea Garden Products, San Francisco, on Jan. 13 at 1:45-2 p.m. (PST) will start "Tea Garden Women's Page of the Air" on five CBS Pacific coast stations. Loretta McDonald and Kay Hillyard will be the talent. Botsford, Constantine & Gardner, San Francisco, has the account.

Florida Citrus Adds

Florida Citrus Commission, sponsor of Emily Post, will add WQAM, WDBO, WDAE and WMBR to network effective Jan. 20. Program is heard Tuesday and Thursday at 10:30-10:45 a.m. over a CBS network.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. — FOTOTONE SOUND SYSTEM — COlumbus 5-7366-7

Mr. Arthur Pryor
Batten, Barton, Durstine & Osborn, Inc.
383 Madison Avenue, N. Y. C.

My dear Mr. Pryor:

As Radio Director of Batten, Barton, Durstine & Osborn, Inc., you undoubtedly find many occasions when a good recording can render you valuable assistance in planning, preparing and balancing a radio program.

International Production Studios, with its expert engineers and thoroughly complete studios and equipment, is unquestionably equipped to do a recording job that will startle you with its clearness and quality.

May I have the opportunity of bragging to you in person? A telephone call will arrange it.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 3 NEW YORK, N. Y., WEDNESDAY, JANUARY 5, 1938 FIVE CENTS

Hearst Radio Expanding Operations

AGENCIES, NETWORKS START AFRA PARLEYS

Organization of the radio actors became a reality yesterday to networks and advertising agencies hiring talent with the first official conference being held between AFRA officials and representatives of Young & Rubicam. Other agencies are set for conferences as well as NBC and CBS, the latter two for Friday of this week. Chester La Roache, president, and Thomas Eldridge, vice-president, represented Young & Rubicam, while Mrs. Emily Holt,

(Continued on Page 8)

CBS Hiring Talent Scout In Hunt for New Programs

West Coast Bureau, RADIO DAILY

Los Angeles—CBS will employ a talent scout to look over programs throughout the country, and one program will be selected for coast-to-coast broadcast and given the name of "Meet America," said W. B. Lewis, CBS vice-president in charge of programs, in an interview here. Colum-

(Continued on Page 2)

Mutual 1937 Billings Slightly Under 1936

Official Mutual billings for the year just closed totaled $1,862,820, a decrease of 1.2 per cent compared with 1936. December revenue is up 10.6 per cent, with a dollar volume of $214,039.

Woodruff's Network

Atlanta—James W. Woodruff Jr., g.m. of WATL here, WRBL in Columbus and WGPC in Albany, Ga., states that the stations will hereafter be known as the Georgia Broadcasting System.

Unheard Value

West Coast Bur., RADIO DAILY

Hollywood — Producer Bill Lawrence hung up a novelty at last week's "Your Witness" show when he hired Patricia Whitney, English actress, to portray the murdered victim in the story. Miss Whitney neither spoke nor moved during broadcast. She was "Exhibit A" for studio audience.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Ninth Installment of a Series)

• NILES TRAMMELL •



Chicago's importance as a radio program producing center, to say nothing of time sales, did not suffer to any extent despite the Hollywood upswing in 1937. In fact, Chicago set new records for script shows. And Niles Trammell is v.p. in charge of NBC's central division.

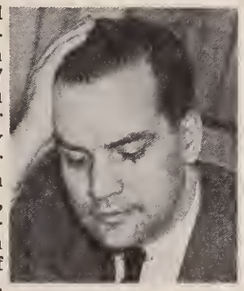
* * *

• DONALD WITHYCOMB •



What with opening WFIL's own offices in New York and Chicago—with very profitable results, by the way — and the building of new studios, General Manager Donald Withycomb of the Philly station didn't have exactly a dull year. On completion of the studios, he also started a more elaborate schedule of local productions.

• W. B. LEWIS •



If you noted some improvement in CBS 1937 shows, you can't go far wrong by sending your bouquets via W. B. Lewis, vice-president in charge of programs. Aside from those duties, Lewis will be remembered on the 1937 calendar for a very intelligent talk he delivered on radio and the movies at a luncheon meeting of the Ass'n of Motion Picture Advertisers.

* * *

• T. C. STREIBERT •



In recording the activities and the expansion of the Mutual Broadcasting System in the past year, one man who mustn't be overlooked is Theodore C. Streibert. He's executive v. p. of the organization, and he had plenty to say and do about the network's onward and upward moves during 1937.

WSAI Boost in Power Gets Mayor's Send-off

Cincinnati—One of the first official acts of Cincinnati's new mayor, James G. Stewart, was to take part Monday night in ceremonies dedicating WSAI's daytime boost to 5,000 watts. Broadcast was carried over Mutual, 9-9:30, and WLW Line, 9:30-10. Mayor lauded Powel Crosley Jr., president of Crosley Radio Corp., and the local and national importance of his radio activities, including civic service. James D. Shouse, new Crosley v.p., also spoke.

INS Is Reorganizing Service to Stations

International News Service will completely reorganize its service to radio stations as soon as a survey now under way is completed. John VanCronkhite, who joined Hearst last Monday, is at present engaged in a study of the wire service being supplied to radio stations, and will recommend various changes to be installed following the survey.

Due to fact that wire is now running on a full-time basis to newspapers, and cost of inserting special

(Continued on Page 2)

New Sales Division Will Also Handle Other Stations

Further reorganization of Hearst Radio setup calls for complete revamping of the national sales division, it was learned yesterday.

Under the new plan the sales division will be known as International Radio Sales, a subsidiary of Hearst Radio, and will not confine itself to just the representation of Hearst owned stations as has been the policy in the past. International, in order to have an increased list of dominant stations in key cities, will add other stations in cities in which there are no Hearst stations.

Murray Grabhorn, newly elected vice-president, will head Interna-

(Continued on Page 8)

FEW RADIO COMPLAINTS SHOWN IN FCC REPORT

Washington Bureau, RADIO DAILY

Washington—Only 52 investigations against radio stations were instituted in the fiscal year ended June 30, 1937, according to the annual report of the FCC for that period. Majority of the complaints resulted in informal adjustments. Medical programs, lotteries, fortune-telling, illegal assignments of licenses and transfers of

(Continued on Page 2)

Borden Network Show Boosted to 31 Stations

Borden has added eight more stations to its new NBC-Red network spot, 4:30-4:45 p.m. Program now will be heard coast-to-coast over 31 stations. Series starts Jan. 31, but talent is not selected as yet. Young & Rubicam Inc. is the agency.

Chi Remotes Out

Chicago — Group of night spots have decided not to pay the $100 weekly service charge for remote orchestra pick-ups which five major stations are imposing. So networks are losing local remotes except Kay Kyser at Blackhawk and Ennio Bolognini at Yar, both Mutual. Late variety shows and music from New York will fill breach.

RADIO DAILY

Vol. 3, No. 3 Wed., Jan. 5, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Tuesday, Jan. 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	144½	147	+ 2¼
CBS A	18½	18	18½	+ ½
CBS B	18	17½	18	+ ⅞
Crosley Radio	8	8	8	+ ½
Gen. Electric	42¾	41¼	42¾	+ 2
RCA Common	6½	6⅛	6½	+ ⅜
RCA First Pfd	46	45	46	+ 1
Stewart Warner	9⅛	8⅞	9⅛	+ ¼
Westinghouse	105¼	100¾	104	+ 4⅞
Zenith Radio	14	13½	14	+ 1

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

Leave for Cairo Parley

Washington Bureau, RADIO DAILY

Washington — American delegation to the International Radio Conference at Cairo departed yesterday. Some 80 nations will take part in the round-table discussions, which are held every five years, and it is the intention of the U.S. group to protect this country's interests in international radio field. Conference will deal with allocation of channels and other technical matters.

Ray Wilson Joins CBS

Chicago — Ray Wilson, newspaperman and radio writer, has been picked by H. Leslie Atlass as new CBS production man. He may take a hand in Wrigley's "Double Everything."

Atlas Names K. C. Manager

Chicago—L. Daniel Blank, central district manager for Atlas Radio Distributing Corp., has named R. E. McEwan as Kansas City branch manager. Atlas has closed deal for entire product with KFBI, Abilene, Kan.



Few Radio Complaints Shown in FCC Report

(Continued from Page 1)

control were among items causing investigations.

The report, submitted to Congress by Chairman Frank R. McNinch, also covers work of the Federal Radio Education Committee, technical developments in broadcasting, and various broadcast services such as regular allocations, international, relay, visual and high frequency.

Copyright Bill Passage Expected This Session

Washington Bureau, RADIO DAILY

Washington—Indication that the international copyright treaty bill would be passed without further hearings and that the regular Duffy bill eliminating the $250 damage fee clause would be taken up by Senate this session was given yesterday by Senators Duffy and Dr. Wallace McClure of the State Dept.

Appeal to FCC on Fidler

West Coast Bureau, RADIO DAILY

Los Angeles — Constance Bennett, who has sued Jimmy Fidler, NBC and Procter & Gamble for $250,000 alleging libel in comment by Fidler, has instructed her attorney, Barry Brannen, to appeal to the FCC for appropriate action to restrain Fidler from making further derogatory statements such as she alleges have been made in several instances.

Hockey Games on WFAS

White Plains, N. Y. — WFAS has arranged to air three weekly hockey games from the new Imperial Ice Arena, and a sponsor for the matches is being lined up by B. F. Rowland of the station's sales staff.

Citizens' Forum Moves

The Citizens' Forum has moved from the City Club of New York to Steinway Hall, where the general public will be admitted and allowed to take part in discussions. Baxter Pickering continues as moderator, and programs are aired over WNEW.

Star Radio Adds Stations

KGB, WGBI, CFAR and CJKL are among latest subscribers to Star Radio's "Good Morning, Neighbor" program, which is now in its third year and is being used by about 100 stations.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

INS Is Reorganizing Service to Stations

(Continued from Page 1)

lines to radio subscribers would be too high, a new system is to be worked out whereby news stories sent to radio stations will be interpreted as such, and conflict between newspapers and radios can be avoided. All radio stations now subscribing to INS are to be contacted before any recommendations or changes are made.

CBS Hiring Talent Scout In Hunt for New Programs

(Continued from Page 1)

bia will concentrate on Saturday programs for the testing of new ideas.

Lewis believes present variety show cycle will be followed by personality shows and that more writers will have to be developed. He pointed out that no applause is allowed on new Paul Whiteman show and that performers are not allowed to "mug" to win audience favor.

WOR Promotion Award

WOR Sales Promotion Department was again the winner of one of the certificates of award presented each year by American Institute of Graphic Arts to that advertiser whose promotion is most distinguished by its art, layout and copy.

BBC Men to Cairo

London—Sir Noel Ashbridge, controller of engineering; L. W. Hayes, head of overseas and engineering information department and Col. F. W. Home will be among BBC representatives to the Cairo conference starting the first of next month.

Adds to Sound Effects List

Standard Radio has released a new series of sound effect transcriptions, many of them never before recorded, to augment the present catalog. French and German machine gun firing and general war stuff characterizes some of the disks while others present aerial "dog fights," cannon salutes, etc.



COMING and GOING

LESLIE JOY, manager, and LAMBERT BEEUWKES, sale promotion head of KYW, Philadelphia, are in town.

CHARLES STARK, WHN salesman, has returned from a two-week stay in Miami.

FRED RAPHAEL, program director of WHN, left yesterday for a vacation down south where he'll remain for two weeks.

JOHN W. ALICOATE, publisher of RADIO DAILY, is back from a holiday vacation in Florida.

ED BOROFF, NBC Chicago salesman, is in New York for a few days.

NIELA GOODELLE sailed yesterday for London to fill an engagement.

TOMMY ROCKWELL is due from the Coast tomorrow.

GAY LEE, director of daytime programs for Star Radio, has returned from St. Louis via American Air Lines.

Mutual Gives CIO Time

Mutual has given the CIO a half-hour directly after the Mayor Hague talk tonight.

Morris Ernst, CIO special counsel, will answer Hague for the CIO. He will speak from the WOR studios.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
"TOWN HALL TONIGHT"
With Fred Allen
Arrangements by Lanny Grey
Management NBC Artists Service





ANTON BRUEHL

The 3-time leader...*twice!*

Turn this page for details

And this CBS record

tells less than half the story!



For the second consecutive year, Columbia continues its leadership *in all three major phases* of network advertising:

Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.*

Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.**

Columbia, in 1937, continued as the world's largest radio network.***

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world — who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

**And did so last year.*

***And has been for* four *consecutive years.*

****And has been for* five *consecutive years*

In the detailed record of these CBS *advertisers is the answer to every basic question you can ask about radio advertising:* Does radio sell *slow* turn-over products? Does radio sell *quick* turn-over products? Is the *institutional* campaign effective on the air? Must it be a '*big*' radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a *single* medium, bring everything to the nation—from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!

But this tells *less* than half the story of the Columbia Broadcasting System in 1937. Throughout the year, some 22,475 different programs were broadcast to the nation over Columbia. More than half of these were programs '*by Columbia*'—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world's largest radio network, bringing the world's *voice,* as well as its goods, home to the nation every day of the year—wherever home may be.

A brief summary of CBS developments in 1937 is given on the next page.

From the 1937 CBS record



1300 sustaining broadcasts on National Affairs and News;
290 international broadcasts from, and to, 26 nations;
1250 sustaining and commercial broadcasts of serious music;
1450 educational broadcasts for adults and children.

21 NEW CBS STATIONS JOINED THE COLUMBIA NETWORK IN 1937. The present total is 108 CBS stations. Concurrently, the Network and its owned and affiliated stations undertook their most extensive programs of construction and improvement of facilities. During the year, *over half* of the CBS outlets increased their power or installed new high fidelity equipment, vertical antennas, and other improved facilities. The installation in many CBS stations of a revolutionary "Program Amplifier" alone effected an increase in signal intensity equal to that which would be produced by a doubling of power. Biggest item on Columbia's 1937 construction calendar was the new West Coast Broadcasting Center, covering an entire city block in the center of the movie industry in Hollywood. Ground-breaking ceremonies for the $2,000,000 project occurred last spring and the structure, which includes an office building and a large radio theatre is expected to be ready for broadcasting by next March. Recently, the Los Angeles Board of Public Works passed a resolution authorizing the new KNX-Columbia site to be named "COLUMBIA SQUARE." In addition to the new broadcasting center, Columbia is setting up an entirely new 50,000 watt transmitter for KNX to be ready for operation concurrently with occupancy of the studios.

The COLUMBIA BROADCASTING SYSTEM

PROGRAM REVIEWS

"TRUE OR FALSE"

J. B. Williams Co.
WOR-MBS, Mondays, 10-10:30 p.m.
J. Walter Thompson Co.

SECONDARY SCHOOL QUIZ ADAPTED FOR THE AIR, WILL PROVE INTERESTING FOR A TIME.

Dr. Harry Hagen returned to the air Monday night with an old high school examination quiz which has been adapted for radio.

Two teams of six members each are selected from various establishments around town. Initial program had Fanchon & Marco chorus girls matched against internes from local hospitals.

Dr. Hagen makes a statement to a team member and then asks if it's "true or false." If the member does not know the answer, a blind guess is allowed. Reason for the decision is not necessary. If the wrong answer is given, member is dropped from the team.

Hagen carries the half-hour along at a fast click, even baiting the announcer with a statement which makes the commercial come streaming at you. Each member of the winning team receives $5 and the grand winner receives $25.

With the quiz cycle now at its height on the air, program will probably click until listeners grow tired of the I. Q. broadcasts.

Marek Weber

Marek Weber, European conductor and violinist, makes his debut on a commercial via the Carnation Contented show out of Chicago. Same style of program is continued, now in its seventh year, with the familiar quartet, and The Lullaby Lady, plus Maria Kurenko, soloist, who offered concert numbers. Weber again demonstrated his unusual ability to dispense soft music and included a medley of "Merry Widow" tunes as well as more popular airs and tango rhythms. As a successor to Frank Black, Carnation has a find in Weber for its Monday 10-10:30 p.m. spot on NBC-Red.

"Borden's Home News"

Gabriel Heatter and a femme designated as the Borden Menu-Maker split the time on this new WEAF program which started yesterday as a Tuesday and Thursday offering at 9-9:15 a.m. Heatter starts off the show with a brief summary of world news, then the Menu-Maker comes in for a long spiel of interest to housewives, after which Heatter comes back with a batch of his typical human-interest-in-the-news items. BBD&O is the agency.

Jack Smith at WCAU

Philadelphia — WCAU has signed Whispering Jack Smith for a series of sustaining programs to begin Jan. 9 at 11-11:10 p.m. For the first week program will be heard Sunday through Friday, second week schedule will shift to Sunday, Monday, Wednesday and Friday.

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **PERSONAL Postcards To: Harold Rome: As composer of the Labor Stage's play, "Pins and Needles," you've been receiving the praise of public and press and acclaim as a Musical Find. However, last week one of the country's outstanding music publishers visited your home in the hope of finding a musical composition worth publishing in the popular field, but you lost a chance because you preferred to play "parlor songs" for the intelligentsia crowded around you—those who gave you a "brush" in your leaner days....FDR: Your message to Congress was translated by CBS into five different languages and aired via W2XE. Tongues were Portuguese, Spanish, French. Italian and German—besides a regular English airing to English-speaking countries....Barry (Crooner) Wood: Your Monday sustainer came from a CBS playhouse—without an audience—because a regular studio wasn't available....Freddie Martin: Leon & Eddie's are throwing a party in your honor Sunday nite....Teddy ("Tears In My Heart") Powell: Don't look now—but your unfinished song, "Along About Sundown," will be the greatest song of your spectacular career—and rate in "My Blue Heaven" class....Hal Kemp: When you finish a few weeks of vaudeville, the vacancy in the Drake Hotel in Chi will be ready for your occupancy.**

● ● ● *Bob Trout: Here's the inside dope on your broadcasting from Springfield, Vermont, through WNBX on the 20th of this month....The city dads came to Phil Hoffman, WNBX manager, a few days ago in search of a speaker for the annual meeting of the Springfield Chamber of Commerce. Being on the alert for special events for his station, Phil suggested you as a speaker and offered to pay the differential between the cost of a "no-name" speaker and you—provided WNBX was allowed to broadcast your talk. So the deal was set and now station and chamber feel they have a good deal....Manny Marget, manager of KVOC, Moorhead, Minn.: That was a neat stunt you pulled last Friday when you played Volley Ball and gave a graphic picture of the game—because besides wearing a uniform and playing, you had a lapel mike and aired your views—and your team won in the bargain, 15 to 13 yet!*

● ● ● **Lanny Ross, Charlie Butterworth and Walter O'Keefe: Henceforth and hereafter you'll be known as the "Three Musketeers" on "Hollywood Mardi Gras"—why we don't know....William Paley: Understand that Dorothy Gordon, Four Stars and the Funnyboners will be dropped from your payroll in two weeks—with some arrangements now being attempted to keep Col. Jack Major around....Luther Reid of CBS press dept.: Your Jack Skinner is wearing his left arm in a sling due to a week-end casualty ....Walter Winchell: "I Wanna Be In Winchell's Column," one of the tunes from your latest dramatic opus, has been restricted by a Chi station—because it's a plug for your column and particularly you!....Jack Pearl: Paul Stewart, the announcer on your former series, is off the Kool show—because he's in a Theater Guild play with Miriam Hopkins in Philly.... Phil Spitalny: Your music is so beautiful—we'd like to meet the girls.... Lew Lehr: Understand that your contract on the Ben Bernie show is for four weeks—with options....Publisher Jack Alicoate: Elmo White calls it our "petty LARCENY vouchers"! Wonder what Lou Diamond calls his?**

● ● ● *Robert Taplinger, sweating in that Cal. sun working for the Warner Freres: When you sold your publicity business to Tom Fizdale the cynics said that Tom couldn't hold your clients. Well, he's not only held on to them—but has added eight major accounts to the books....Tommy Dorsey: The three girls you wouldn't permit to sing, "Bei Mir B.D.S." at the Paramount with you, are stopping the shows cold at the Met in Boston—besides giving Decca trouble supplying records to jobbers. They're the Andrew Sisters.*

GUEST-ING

OLIVIA DE HAVILLAND, with Tyrone Power in "Hotel for Two," Jan. 9 (NBC-Blue, 9 p.m.).

BOB HOPE, repeats on "Your Hollywood Parade," tonight (CBS, 10 p.m.).

GRACE MOORE and MELVYN DOUGLAS, in "Enter Madame," on "Lux Radio Theater," Jan. 10 (CBS, 9 p.m.).

MRS. FRANKLIN D. ROOSEVELT, speaking from Washington; CARL HARTMANN and JOAN EDWARDS, on "Magic Key," Jan. 9 (NBC-Blue, 2 p.m.).

MARIE LOUISE QUELVI, RAYMOND LUTZ and JEANNE MADDEN, on "Metropolitan Opera Auditions," Jan. 9 (NBC-Blue, 5 p.m.).

J. B. PRIESTLEY, ELSIE HOUSTON and SUGARFOOT and SASSAFRAS, on Rudy Vallee program, Jan. 6 (NBC-Red, 8 p.m.). CLAUDE DANPHIER and BILLIE CARLISLE, same show, Jan. 13.

MARJORIE D'VORE, saxophonist, on "Armco Band" program, Jan. 9 (NBC-Blue, 3:30 p.m.).

MAURICE SCHWARTZ, on "Songs of Israel", tonight (WMCA, 7:30).

Alber Opens Montreal Branch

David O. Alber has opened a branch publicity office in Canada at the Mt. Royal Hotel, Montreal. Jack Hirshberg, radio editor of the Montreal Monitor, who just visited New York, has been placed in charge. Establishment of this office will facilitate handling advertising and publicity for Ken Sisson, American musical director, now conducting "Canada 1938," the Imperial Tobacco program.

KOIL Readying Shortwaver

Omaha—KOIL engineers are busy assembling short-wave station W9XUY, soon to be put on the air by Central States Broadcasting System. Assembly is being handled by Harry Harvey, technical adviser; Mark Bullock, chief engineer, and Al Bates, control engineer. Most of the time the station will carry the same programs as KOIL, according to Don Searle, general manager.

Carry CIO Broadcast

Okmulgee, Okla.—New Year's Day talk by David Fowler, CIO mine union official, was carried by T. R. Putnam's KHBG here, as well as KTUL, Tulsa, and KFPW, Fort Smith. Another Tulsa station recently turned down the CIO speaker.

Starr to Emcee Series

Martin Starr will emcee the "Songs of Israel" Jewish-English commercial (matzohs) which starts tonight at 7:30-8 over WMCA, with Maurice Schwartz as guest star on initial broadcast.

Half-Hour for Belcher

Jerry Belcher's "Interesting Neighbors" program on NBC-Red will be increased to a half-hour starting Sunday, 7:30-8 p.m.

Hearst Radio Expanding In Station Operations

(Continued from Page 1)

tional. As a part of International Radio plan, another group called International Radio Productions has been formed and will provide complete transcription and production facilities to advertisers and stations. Howard Esary, former KEHE program manager, is head of this unit. The sales division will assume all responsibility of billing and credits, a new feature of station representation service.

Personnel changes include the promotion of Albert H. Cormier, WINS manager, to the post of executive assistant to Elliott Roosevelt, president of Hearst Radio; the resignations of Oscar H. Tunell, former treasurer and business manager, and Curtis Willson, former manager of the sales force. Willson has been offered the managership of the San Francisco office but he has not accepted the post yet. Cormier continues to hold the WINS post in addition to the Hearst position.

Lincoln P. Simonds and Frank Fenton of the John Blair & Co. sales staff will join International Radio on Monday. These two men along with Ed Harvey will complete the sales staff of the new subsidiary.

KANSAS CITY

Lou Marcelle, KMBC announcer and producer, resigned to go to Hollywood to freelance in films and radio.

Pat Dunn, WDAF staff singer, leaves Friday for Hollywood for screen tests.

Harry Kaufman, WDAF program director, is assisting with musical arrangements for Associated Theater Employees' ball and revue in Municipal Auditorium, Jan. 15.

WALR, Zanesville, O.

Station's business for December was the largest in its history.

Genevieve Lea of Miami University has joined the staff as head of bookkeeping department, succeeding Virginia Goeltz.

Ronald B. Woodyard, g.m., handed out yuletide cash bonuses at a studio party.

Station's "Christmas Road", aired thrice daily during two weeks before Christmas, took the town by storm and brought in loads of gifts for the poor.

WICC, Bridgeport

Station is cooperating with Conn. Congress of Parents-Teachers for sixth successive season in presentation of a radio series.

Fred Hoey, sports announcer, has started a new "Sports Round Up" for Brown-Williamson Tobacco.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

☆ Coast-to-Coast ☆

FIRST commercial show of the New Year signed by KLZ in Denver stars Sheila Stewart, latest acquisition to the station's musical staff, in an early-morning spot, during which she offers her novel piano interpretations. A versatile artist and pianist of wide experience, Miss Stewart, former director of music at CJRM, Regina, Saskatchewan, brings to KLZ the style that won her acclaim as the originator of "Rhapsodies in Rhythm," a program webbed from Regina by the Canadian Broadcasting Corporation.

Harry Hershfield's news comments on WMCA entitled "One Man's Opinion" adds a third spot to his bi-weekly schedule which starts tonight at 8:45-9. The other two nights are Thursday and Friday at 8:15-8:30. In addition, Hershfield is currently featured at midnight Mondays through Fridays in a resume of theatrical news including reviews of first night stage openings.

Executives of KOIN, Portland, Ore., saw the year 1938 ushered in far afield. Included in a party which traveled to exclusive Harrison Hot Springs Hotel, British Columbia, were President and Mrs. Charles W. Myers, General Manager and Mrs. C. Roy Hunt, and Musical Director and Mrs. Joseph Sampietro.

Doris Smith, WNEW's Round-the-town gossiper and visitor, now includes short reviews of the latest books in her twice-a-week "Encores and Epitaphs," heard Tuesdays and Fridays at 4:30 o'clock.

The engineers at WISN, Milwaukee, wrote a comedy skit, titled "How to Approach a Mike," which was aired at the annual employees' party in the Pfister Hotel. It made quite a hit.

Griffith Thompson Joins Assoc. Program Service

Griffith B. Thompson, former New England sales executive for NBC, and later with Bermingham, Castleman & Pierce as radio head, has joined Associated Recorded Program Service to organize and direct the activities of a new department, it is announced by M. E. Tompkins, president of Associated Music Publishers Inc. Associated is opening its own recording studios and will enter the commercial recording field.

Bob Ridley is Misha Rose

Bob Ridley, picked from 60 participants in competitive auditions at NBC for Metropolitan Opera, is none other than Misha Rose of WPEN, Philadelphia. He will be heard from the Met stage Feb. 27.

WNBX, Springfield, Vt.

Illness of Grace Cross nearly shelved the "Dan Cupid in Person" program last week. Program Director Lansing Lindquist was about to cancel show when Nina Kolito, secretary to Manager Phil Hoffman, came forward, auditioned, and made good. Sponsor was so pleased he asked that she be written into the show regularly.

Two CBS commercials, the Jack Oakie-Benny Goodman show for Camels and Al Pearce's show for Ford, join the schedule here today.


100 POSTCARDS
Glossy finish on heavy weight stock from your original; complete caption and 75-wd. message, ready to mail. $3.75
100 for—
Without message—$2.50
PHOTO DUPLICATES—Any size, style and quantity.
C-S PHOTO SERVICE
1922 Linwood Ave. Toledo, O

British Producer Marvels At American Radio Speed

Speed and spontaneity of American broadcasting are in striking contrast to the British methods, according to Charles B. Cochran, noted London producer, in a WMCA gangplank interview yesterday with Martin Starr. Cochran marveled at the radio enterprise in this country. In England, he said, minute preparations are made before even spot interviews are allowed on the air.

Orchestras for Victor

The Xavier Cugat, Larry Clinton and Fats Waller orchestras have been set for the RCA-Victor broadcasts of Jan. 6, 8 and 13, respectively, over NBC.

WBAP, Fort Worth

Wit Thoma and his Princetonians, playing a four-week date at Ringside Club, are airing over this station. Lloyd Snyder's ork, which went to the Olmos, San Antonio, returns to the Ringside Feb. 1.

Harold V. Hough made one of his infrequent radio appearances the night of Jan. 1 in the broadcast of New Year services from local Negro Holiness Church. R. C. Stinton, technical supervisor, handled technical end of the remote.


WOR—MUTUAL
Is Proud to Present
JOSEF CHERNIAVSKY
"The Musical Cameraman"
8 P. M. EST.
Thursdays
COAST-TO-COAST

Agencies, Networks Start AFRA Parleys

(Continued from Page 1)

executive secretary, George Heller, associate secretary and treasurer, and Henry Jaffe, general counsel, spoke for AFRA.

Plans were presented by the AFRA group for a minimum wage scale, rehearsal schedule, rates for repeat shows and demand for an AFRA shop. In the last mentioned item, it was explained that all actors working with AFRA members will have to have an AFRA card or one from an affiliated organization which is interchangeable; however, any actor not a member will be taken in forthwith upon application to the AFRA.

Friday of this week will have the same AFRA group meeting with Mark Woods, vice-president and treasurer of NBC, plus other officials. Also on this day the AFRA will talk to Edward Klauber, Lawrence Lowman and Mefford R. Runyan of CBS. Other ad agencies which have set dates for AFRA conferences include BBD&O, Lord & Thomas, N. W. Ayer and Ruthrauff & Ryan.

According to AFRA officials, AGRAP members of KYW in Philadelphia left that organization to join AFRA.

INDIANAPOLIS

Bill Frosch, WIRE announcer, recently demonstrated the first local "pack" transmitter.

WFBM's chief announcer, Doug Way, and Spieler Ned LeFevre spent New Year's holiday at homes, Chicago and Elkhart. Christmas week saw mikeman Ben Wilbur, operator Harold Winsor and secretary Lilian Burkle heading homeward to Columbus, Cincinnati and Ft. Wayne.

WFBM transmitter engineer Otis Winter back to dials and gadgets after recuperating from injuries sustained in an accidental fall.

WFBM newscaster Gilbert Forbes selected as principal speaker for Feberation of Jewish Clubwomen's Annual Dinner.

WWL, New Orleans

FCC having granted the station authority to raise wattage from 10,000 to 50,000, Manager Vincent Callahan states the new transmitter should be ready within the next four months.

Coolidge String Quartet will come in as a sustainer here, but only for 15 of the 30-minute weekly program.

UNIVERSAL
Crystal Microphones

Ideal for special events, call systems, p.a. systems, amateur 'phones, etc.
Rugged. Chrome finish. Furnished in handi-mike or stand model [as shown]. Includes 10 ft. cable. Desk stands extra, $2.50 for handi-model and $3.50 for stand model. Licensed under patents of Brush Development Co.
LIST $22.50
Microphone Division
UNIVERSAL MICROPHONE CO., Ltd.
Box 299. Inglewood, Calif., U. S. A.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 4 NEW YORK, N. Y., THURSDAY, JANUARY 6, 1938 FIVE CENTS

Six NBC Shows Renewed

NEWSPAPER GUILD SEEKS MORE RADIO MEMBERSHIP

As per decision at a meeting held recently by its International Executive Board, the American Newspaper Guild has arranged for a conference with Mervyn Rathborne of the ARTA to be held Friday wherein the possibilities of the ANG entering the radio field on a large scale will be discussed. ANG has taken the position that the increasing links between

(Continued on Page 3)

St. Louis AFRA Local Has About 100 Signed

St. Louis—Newly formed St. Louis local of the American Federation of Radio Artistes has about 100 members already signed throughout this territory. Don Phillips, KMOX announcer, is president of the local; Allan C. Anthony, KWK, vice-president; Dave Ward, KSD, treasurer, and Nellie Booth, secretary.

Auto Radios Increase 25% Over Previous Year

Philadelphia—Though general auto production is down 25 per cent, installation of auto radios is showing a 25 per cent increase over the previous year, according to March Fisher, sales manager of Transitone Corp., Philco's auto radio division.

Lewis-Howe Adds Stations

Lewis-Howe Co. today will add WTAR, WPTF, WSOC, WCSC, and WFLA to the "Vocal Varieties" show on the NBC-Red network. WJAX will join the network on Jan. 13 and WIOD on Jan. 27. H. W. Kastor & Sons, Chicago, is the agency.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Tenth Installment of a Series)

• JOSEPH V. CONNOLLY •



As part of the changes that took place in the Hearst Radio organization the past year, Joseph V. Connolly changed his title from that of president to chairman of the board. But under one title or another, a busy and important exec is still a. b. and i. e. The voluminous INS affairs also keep Connolly pretty busy.

* * *

• HERBERT R. EBENSTEIN •



Launching something new in the way of merchandising radio programs, Herbert R. Ebenstein created quite a bit of interest the past year in his Atlas Radio outfit, which set out to produce ET shows and distribute them under the same system used by film companies, i.e., key city exchanges. Besides setting up the nationwide distributing organization, Atlas completed 28 shows in 1937.

•• EDWARD W. CRAIG •



A prominent part in drafting the NAB reorganization proposal and the committee was played by Edward W. Craig, head of WSM. He also was actively engaged in working out IRNA developments as a member of the IRNA special advisory committee.

* * *

• FRANK E. MASON •



Being appointed personal assistant to Lenox R. Lohr, president of NBC, was the principal occurrence in the official life of Frank E. Mason during 1937. Coincident with the move, Mason relinquished his duties in the station relations end to Bill Hedges, but retained his vice-presidency.

Radio Boom This Year Is Seen by Philco Exec

Atlantic City—A radio business boom in 1938 was predicted by H. Pierson Mapes, sales promotion manager for Philco Radio & Television Corp., before 800 delegates to the Philco convention here. "Radio business will be much better in 1938 than it has been at any time in the past decade," Mapes stated. This counter-

(Continued on Page 5)

Oregon Supreme Court Dismisses Libel Action

Salem, Ore.—Dismissal of a $75,000 libel suit which grew out of a courtroom proceedings broadcast has been upheld by the Oregon Supreme Court. Action, against KFJI at Klamath Falls, owned by George Kincaid, charged damage to reputation when defense attorney at a murder trial aired his closing arguments to the jury.

Cities Service, Sterling Products, Amer. Home Products Sign

Three clients, Cities Service Co., Sterling Products and American Home Products, yesterday signed renewals for six shows on the NBC networks.

Cities Service, through Lord & Thomas, on Feb. 1 will renew the "Cities Service Concert" on 44 Red network stations, Fridays, 8-9 p.m.

Three Sterling Products shows to be renewed are "Waltz Time" on 25 Red stations, Fridays, 9-9:30 p.m., ef-

(Continued on Page 3)

FATHER COUGHLIN WEB RAISED TO 58 STATIONS

Detroit—Father Charles E. Coughlin's new radio series starting next Sunday at 4-4:30 p.m., originally planned for less than 30 stations, is now set on an independent network of 58 outlets, with WJR here as the key.

Father Coughlin will be introduced from the Shrine of the Little Flower, Royal Oak, by Leo Fitzpatrick, v.p. and g.m. of WJR, who has been the radio priest's adviser since he first

(Continued on Page 3)

Code for Popular Music Goes in Operation Soon

Harry Fox, general manager of Music Publishers Protective Ass'n, back from Washington attending the FTC hearing on the popular music publisher code, voiced the opinion that the fair trade practice plan would be put into operation within a very

(Continued on Page 3)

Ready for Snow

Springfield, Vt. — Snowfly has come to Vermont and transmitter men have put in a supply of food at the transmitter house on Mount Ararat. Last year one of the WNBX engineers was marooned for eight days at his post because of snow drifts. While roads have been kept open thus far this winter, engineers believe in being prepared.

Human Clock

Utica, N. Y.—Dr. George Perrine gives time signals on WIBX's half-hour "Arpeako Musical Clock" without looking at a clock. Ken Ash, control operator, discovered the doctor, new on the show, to be both interesting and meticulous. Doc times his scripts in advance, writes in the signals, eliminates mistakes.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Wednesday, Jan. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	148	148¾	+ 1¾
CBS A	19½	19¼	19½	+ 1
Crosley Radio	8½	8¼	8½	+ ½
Gen. Electric	43⅜	41⅞	41⅞	— ⅞
RCA Common	6¾	6½	6⅝	+ ⅛
RCA First Pfd	47	46½	47	+ 1
Stewart Warner	9⅝	9⅜	9⅜	+ ¼
Westinghouse	104¾	100¼	100½	— 3½
Zenith Radio	14½	14	14	....

NEW YORK CURB EXCHANGE

Majestic	1⅛	1⅛	1⅛	....
Nat. Union Radio	⅞	⅞	⅞	+1-16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

KVSO Rewards Employees

Ardmore, Okla. — KVSO not only pays its employees higher average salaries than most other stations of its size in the country, but all staff members were given a week's extra pay as a year-end token.

Station has just been authorized to boost power to 250 watts. Albert Riesen is general manager.

Wedding Bells for Bonebrake

Oklahoma City—M. H. Bonebrake, commercial manager WKY, to wed Sue Schofield, local socialite, in near future.

Ted Webbe Joins WMCA

Ted Webbe, former chief announcer of WNEW, has been added to the staff of WMCA. Webbe is also doing newsreel work for Pathe.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WEW—St. Louis, Mo.

760 *Kilocycles*—1,000 *Watts*

A. S. FOSTER, General Manager
ARTHUR T. JONES, Program Director
GEORGE E. RUEPPEL, Chief Engineer

"THINGS are happening," reads the caption of a recent WEW promotion. And truer words were never written. After sixteen years of operation by St. Louis University, the fathers decided to let the station go commercial. That was happening No. 1, on Sept. 12 of last year. Within 12 weeks, 38 clients were signed. That was happening No. 2. And things like that are still happening.

For example, as an audience tester, the station ran a slogan contest. Five days brought 1,038 replies. One Miss Allie Seitz was the winner, and her slogan was "The Station You'll Tune In Again."

Equally, if not more impressive, was another recent "happening." More than 1,800 Leroy Piano Lessons were sold at $1 each after only 8 weeks of advertising.

The station is still owned and operated by St. Louis University and maintains offices and studios at 3642 Lindell Boulevard, St. Louis.

State Radio Commission Is Seen as Conflicting

Boston — Reactions in local radio station circles to the bill filed this week in the Massachusetts legislature asking creation of a State Radio Commission are predominantly against the measure, which is regarded as conflicting with already existing federal regulations.

Broadcasting officials point out that the FCC already has rules against obscene or libelous matter, and the matter of exercising scrutiny over network programs originating outside the state is regarded as impractical.

The measure, sponsored by Rep. Philip G. Bowker, would set up a commission of three members appointed by the Governor, with chairman getting $5,000 a year and the other members $4,000. All stations in the state would be required to obtain a license, involving a fee.

"How About It" on WLW Line

"How About It?", Sam Hammer production, starts Jan. 11 over WHN and the WLW Line as a regular Tuesday night feature at 8-8:30.

Idea of the show, which is emceed by Hammer, is to have contestants tell what they would do if they found themselves in certain situations. Winning contestant will be awarded $10, with an additional $10 each week to person sending in best list of questions.

Reg. M. Dagg on Eastern Trip

Vancouver, B. C.—Reg. M. Dagg, commercial manager of CKWX here, leaves this week for an eastern trip which will take him to New York, Chicago, Detroit, Montreal, Toronto, Windsor and finally to Ottawa on Feb. 7 for the Canadian Ass'n of Broadcasters convention.

Philco Dealers to Meet

Miami — Philco Radio Dealers of Chicago will hold a convention March 15-20 in this city.

"Time" Re-enacts Scenes From Best 1937 Films

"March of Time's" famous news voices will turn their attention to movie stars tonight when Film Daily's "Ten Best Films of 1937" are dramatized over NBC-Blue at 8:30. Bill Johnstone will play the High Lama and Ted de Corsia will impersonate Ronald Colman in "Lost Horizon." Cyrilla Dorne will simulate Janet Gaynor in "A Star is Born", with Dwight Weist as Fredric March. Jeanette Nolan will play Norma Shearer and Alfred Shirley will be Leslie Howard in "Romeo and Juliet". Nancy Kelly, 16-year-old actress now appearing on Broadway in "Susan and God", will portray Freddie Bartholomew in "Captains Courageous".

Peggy Stone Joins Hearst

Peggy Stone, for a number of years in the station relations department of CBS, has resigned to head the station relations department of Hearst Radio's International Radio Sales, newly created division, of which Murray Grabhorn is vice-president in charge.

Naylor Rogers, formerly v.-p. and general manager of KNX, has joined the IRS to manage the Chicago offices. Both the Stone and Rogers appointments are effective Jan. 15.

American Book on WSM

Chicago—American Book Mart here has bought a quarter-hour on WSM's "Old Opry" in Nashville, through E. H. Brown agency. May also use WLW and WCAU.

GIVES INTELLIGENT MERCHANDISING SERVICE
WBIG IN GREENSBORO N.C.
CRAIG & HOLLINGBERY, INC. Nat'l Reps

COMING and GOING

EMERY DEUTSCH, whose engagement at the Netherland-Plaza in Cincinnati has been advanced a few days, leaves the Book-Cadillac in Detroit for the Cincy spot on Jan. 12.

JOHN DODGE, sales manager of WRC-WMAL, Washington, is in New York.

MRS. KEN SISSON, wife of Ken Sisson, now producing "Canada 1938", returns with Kenny Jr. and Larry from Montreal where they visited Sisson during the Yuletide week.

ROBERT MITCHELL, public relations manager of WMBG, Richmond, Va., is now in New York on business for the station.

EDDIE GARR returns from Chicago tomorrow.

MACK DAVIS of the CBS artists bureau returns Monday from a two-week vacation in Florida.

NATHANIEL SHILKRET left for the Coast yesterday and will return within eight days.

RUDA FIRKUSNY, concert pianist, arrives tonight from Europe aboard the Washington. He will give a concert at Town Hall on Jan. 13.

New Posts for Jennings

Cincinnati—Robert G. Jennings has been appointed assistant general manager and sales manager of WLW and WSAI, it is announced by James D. Shouse, v.p. and g.m. of Crosley Radio Corp. Jennings has been a Crosley v.p. for some time. Last March he was made manager of WSAI. He also has been program manager of WLW-WSAI.

Joe Weber Laid Up

Jos. N. Weber, president of AFM, is confined to his home with a cold. He is expected back at his desk later in the week if sufficient improvement is shown. Work on the IRNA contracts continues, however, at the hands of Emile J. Gough of the IRNA committee.

O'Toole Back at WMEX

Boston — Terry O'Toole, the Boy from Ireland, is back at WMEX on Thursdays and Saturdays.

FCC ACTIVITIES

APPLICATIONS RECEIVED

WBEN, Buffalo. Mod. of license to change power to 5 KW. day and night.

KPLT, Paris, Tex. Auth. to transfer control of corp. from A. G. Mayse, to A. G. Mayse, M. B. Hanks and Houston Harte.

KRKO, Everett, Wash. CP to increase power to 100 watts, 250 watts LS., and change hours of operation to unlimited.

GEORGE GRIFFIN

Lyric Baritone

WEAF-NBC RED NETWORK

• THURSDAY 12:15 P.M. EST
• SUNDAY 9 A.M. EST

Management NBC Artists Service

Three Sponsors Renew Six Programs on NBC

(Continued from Page 1)

fective Feb. 4 and "Manhattan Merry-Go-Round" and "American Album of Familiar Music" on 55 Red stations Sundays, 9-10 p.m., effective Feb. 6. Two shows split the hour spot.

American Home Products on Feb. 1 will renew "Easy Aces" and "Mr. Keen, Tracer of Lost Persons" on 25 Blue stations, Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Shows split the half-hour. Blackett-Sample-Hummert has the American Home Products and Sterling Products account.

Code for Popular Music Goes in Operation Soon

(Continued from Page 1)

short time. No opposition appeared at the hearing which was held Tuesday in the FTC hearing room with Commissioner McCorkle presiding. Those from New York who attended were Jos. V. McKee, general counsel for the MPPA; John G. Paine, general manager of Ascap; Edward B. Marks, publisher, and Fox.

Code as approved now goes to the legal department of the FTC, after which cards will be sent to the pop music men and the code will become law affecting publishers and their employes whether or not the former subscribes officially to the ethics in question. Non-bribery clause concerning radio and other artists is a main part of the proposed code.

On President's Ball Show

Darryl F. Zanuck, 20th Century-Fox production chief, and Alice Faye, one of the studio's stars, will appear on today's broadcast over NBC-Blue at 3 p.m. in behalf of the President's Ball.

NEW BUSINESS

WGN, Chicago: Washington State Apples, Inc., "June Baker Home Management Program," through J. Walter Thompson Co.; Chicago Engineering Works, "Modern Miracles," through James R. Lunke & Associates.

WBAL, Baltimore: Gunther Brewing Co., announcements; M. J. Breitenbach Co. (Gudes Pepto Mangan), announcements; Household Finance Corp., announcements.

WPEN, Philadelphia: Procter & Gamble, programs for Camay, Oxydol, and Ivory; Renault Wines and Champagnes, "La Campinera Del Mulino" (The Wren of the Mill).

WSPA, Spartanburg, S. C.: Red Top Beer, renewal; Chattanooga Medicine Co., renewal; Palm Beach Biltmore Hotel; Chevrolet, ETs, renewal; Ford Motor.

CKNX, Wingham, Ont.: Lallemand Refining Co., announcements, through Associated Broadcasting Co.; St. Lawrence Starch Co., "Wes McKnight's Sport Interviews," through McConnell, Baxter & Eastman Ltd.

WNAC, Boston: National Biscuit Co., "Dan Harding's Wife," ETs.

WQXR, New York: American Tobacco Co. (Tareyton Cigarettes), "Treasury of Music," ETs, through L. H. Hartman.

WMMN's 2,500-Mile Pick-up

Fairmount, W. Va.—Broadcast on New Year's Day of the Sun Bowl football contest, direct from stadium in El Paso, established a record in long distance transmission by WMMN. Station worked in cooperation with KTSM, El Paso, to bring exclusive airing of battle between West Virginia U. and Texas Tech, with public utility co-sponsoring. Broadcast came over 2,500 miles of specially leased A.T.&T. wire, and is believed to have been the longest direct line pick-up ever aired from any station in state. Jay Kelchner, WMMN manager, received praise from throughout this territory for his enterprise in arranging the broadcast.

58 Stations Will Carry Father Coughlin Series

(Continued from Page 1)

went on the air more than 10 years ago.

Charles Penman, veteran WJR announcer and present director of the station's dramatic department, will handle the broadcast.

Included in the network are 14 stations of the Quaker State web, 12 Colonial Network outlets, eight stations of the Mohawk Network, seven Transamerican stations including WMCA as the New York City outlet, and WJR, WJJD, WJAS, WHO, WOC, WKBW, WTMJ, KSTP, WCAO, KFEQ, WGAR, WHIO, WHKC, KCKN, WIBW, WDAS and WJAR.

WAYX Appoints Devine Rep

Waycross, Ga. — WAYX has appointed J. J. Devine & Associates as its national advertising representative.

WAGM, Presque Isle, Me.

R. W. MacIntosh, general manager, visited Newark and New York over holidays.

L. E. "Red" Hughes, commercial manager, got the New Year off to a bad start when he had to call the local fire laddies to extinguish a chimney blaze at his home.

To take care of the gratis church announcements, Bill Davis, staff announcer, has created a new Saturday program, "Church Calendar."

Officials of Maine's Largest Winter Carnival, Caribou Winter Carnival, are making plans to air again this year the world's longest ski marathon from Bangor to Caribou.

Ted Coffin, program director and chief announcer, recently returned from Bangor, where he spent four days looking over the two radio stations, WABI and WLBZ.

WATL, Atlanta

"Edgar Steps Out," is a new comic serial broadcast Monday to Friday evenings.

Station is featuring broadcasts direct from WPA Federal Theater Projects in Atlanta.

The Rhumba dance step is the feature of the "Rhumba Rhythms" program. Instructions on the dance are given by professional dance teams of Atlanta, who are invited by the station to participate in the program.

Booking Direct
D'ARTEGA
AND HIS
ORCHESTRA
Admiracion Shampoo
Sunday 6:30-7 P.M. MBS—WOR
1441 B'way, New York CH 4-5155

20th Century Fund Begins Forum Series Next Month

The 20th Century Fund, created by the late Edward A. Filene, Boston merchant, to provide a radio forum, is expected to start its series next month over a national network. Evan Roberts of the WPA Federal Theater Radio Division has been appointed consultant on the series.

KUMA Airs Marriage

Yuma, Ariz. — Billy West, famed stunt man and holder of world's buried-alive stunt record, was married here yesterday, with ceremony aired from main studio of KUMA. West has made daily broadcasts over KUMA while in his "grave" the past month. It's the first marriage to be aired in Arizona.

Jacobs Joins Lottman

Seaman B. Jacobs, who for the past two years has been associated with the Mack Millar publicity office, has joined the George E. Lottman staff.

Mutual Programs to WCHV

Charlottesville, W. Va.—WCHV has arranged with Mutual and WCLE, Cleveland, to rebroadcast sustaining programs of the Mutual net as received via WCLE.

Newspaper Guild Seeks More Radio Membership

(Continued from Page 1)

radio stations and newspapers, with many papers having station affiliations and the latter tied in with news agencies, plus the widening scope of service of these agencies to radio, creates a situation wherein the guild should talk with the ARTA relative to possibilities of the field to be organized and jurisprudence questions taken up.

ANG points out that Bellingham, Wash., guild has KVOS personnel signed as members, also WTNC, an NBC affiliate in Minneapolis which is newspaper-owned. All but technicians practically are considered eligible for ANG membership.

Oklahoma Radio Awards

Tulsa — Oklahoma Radio Awards for 1937, made by W. C. Gillespie, v.p. and g.m. of KUTU, included presentations to Edwin I. Reeser of the advertising agency bearing his name, for originality, showmanship, production and service; Eddie Gallaher of KTUL, for outstanding work in sportscasting, and Carolyn Montgomery, KTUL artist.

WMCA Show in 10 Acts

WMCA's three-hour afternoon variety show, "Grandstand and Bandstand", has been revised along the lines of vaudeville bill, divided into 10 acts.

LeRoy Resumes Broadcasts

P. J. LeRoy (piano lessons) resumes broadcasts over WHN Sunday under a nine-week contract. Eleven 15-minute programs will be presented weekly.



GUEST-ING

ZONA GALE, on "American School of the Air." Jan. 11 (CBS, 2:30 p.m.).

LOUISE FAZENDA, on Al Jolson show, Jan. 11 (CBS, 8:30 p.m.).

NICK LUCAS, on Al Pearce show, Jan. 11 (CBS, 9 p.m.).

MILLI CRAIG, third appearance on Martin Block's "Sunday Swing Session," Jan. 9 (WNEW, 11 a.m.).

LORETTA LEE, on Chase & Sanborn Hour, Jan. 9 (NBC-Red, 8 p.m.).

FAY WRAY, on Ozzie Nelson-Feg Murray show, Jan. 9 (NBC-Blue, 7:30 p.m.).

JACKIE COOPER, interviewed by Powell Clark on "Grandstand and Bandstand", Jan. 10 (WMCA, 2:30 p.m.).

PAUL HAAKON, dancer, interviewed by Charlotte Buchwald, Jan. 7 (WMCA, 1:15 p.m.).

IDA LUPINO, on Bing Crosby show, Jan. 13 (NBC-Red, 10 p.m.).

CONNIE BOSWELL and JOHNNY MERCER, on Paul Whiteman show, Jan. 14 (CBS, 8:30 p.m.).

ARTHUR CURRAN, ALAN ROBERTS, SYLVIA FROOS and TEX FLETCHER, on "Hammerstein Music Hall," Jan. 14 (CBS, 8 p.m.).

DICK POWELL, ROSEMARY LANE and HUGH HERBERT, in scenes from "Hollywood Hotel" on radio program of same name, Jan. 14 (CBS, 9 p.m.).

MARY JANE WALSH, on Clifford Adams "Theater Guide," today (WINS, 11 a.m.).

RICHARD HIMBER, JACK LAIT and ALICE MARION, on "Sunday Mirror Flashes" tomorrow. (WINS, 5:30 p.m.)

WDNC, Durham

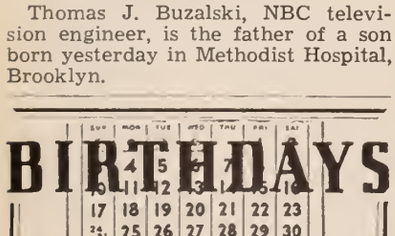
Tommy Loeb, announcer, leaves to join Lord & Thomas agency staff in New York on Jan. 17.

Duke University Church Service is back on the air after a holiday recess. Edward Hall Broadhead presides at the organ.

A weekly spelling bee sponsored by Durham Monarch Club starts Jan. 12.

Son for Buzalski

Thomas J. Buzalski, NBC television engineer, is the father of a son born yesterday in Methodist Hospital, Brooklyn.



Greetings from Radio Daily

Blanche Alcorn	Georgie Price
Cecile "Spike" Grey	Fred Hufsmith
Jack Norworth	Eve Sully
Gertrude Bly	Helen Nugent
Lou Tappe	Dick Teela



● ● ● **"Little Shots About Big Shots"—Jesse Block of Block and Sully relates this one on Harry Hershfield, who recently returned from a writing assignment in California....Jesse met Harry one day at Hollywood and Vine and asked the cartoonist what he was doing in Hollywood...."Oh," Harry was supposed to have replied, "I'm doing some writing for Metro-Goldwyn-Mayer"....Block digested this answer a second and then said: "Well, Harry, I guess Leo, the MGM lion, will stop roaring at the beginning of a picture—and instead open with 'Once there were two Irishmen'."....Which brings to mind the story that happened on the Sam Goldwyn lot. A coupla writers were walking along talking to Jack Robbins when he was there about thisa and thata....Further down the line they encountered Sam Goldwyn, walking with his head down. As he passed the group, he inquired from the writers: "Are you thinking?".**

● ● ● *Having received both a July bonus and a Christmas bonus, the personnel of WATL, Atlanta, and WRBL, Columbus, Ga., according to J. W. Woodruff Jr., manager, believes that Christmas comes, not once—but twice a year....WOR's "News Testers" on Sunday nites airs some corny answers from people writing in to get the opportunity to compete for a prize. Recent shows had these replies: Rameses VII was King of Egypt—instead of the Ram mascot at Fordham. The Spanish Loyalists were conquering Coryza—when Coryza is a common cold. John Henry Lewis was appointed to SEC—when he's really light-heavy champ. Russia and Japan were fighting over Oswegatchie—which is a river in New York. A "fifer" is the name of the new barkless dog from Africa—instead of a musician....How do we know the answers? Some one told us!*

● ● ● **Jean Paul King, radio and newsreel commentator heard on "Daily Information Service" and "On Broadway," completed narration on 10 commercial films, dittoed for four newsreels and made 42 broadcasts in the two closing weeks of 1937. He also does some writing in spare time.**

● ● ● *In 1926 Irvin S. Cobb gave Col. Jack Major a letter to see Gene Buck in New York. On the strength of this letter, the Major left Paducah, Ky., for the Big Town....The hillbilly checked into the McAlpin Hotel—this being the first time in his life that a hostelry was to be his domicile. However, the chambermaid in arranging the room prior to the Col.'s entry had left the "Don't Disturb" sign carelessly on the bedspread....Well, the Major swears that the first night there he slept on the chair.*

● ● ● **Within the space of a week, Grace Moore will appear on two broadcasts from opposite ends of the country....On Monday she'll appear on the "Radio Theater of the Air" coming from Hollywood via CBS....On the 15th, her voice will be heard from the stage of the Metropolitan Opera in New York City via NBC....Fred Waring broke Shep Fields' record at the New York Paramount by several grand....Martha Raye broke an ankle while working in a flicker the other day....A star was born last nite when "Right This Way" debuted on Broadway. Her name's "April"—that's all.**

AGENCIES

BASIL LOUGHRANE, Lord & Thomas radio production director, to remain in Hollywood for another week to handle Pepsodent's "Mickey Mouse" series, before returning to Chicago.

MILT BLINK, head of Standard Radio, Chicago, off to California for two-month sojourn.

JOE KURTH has joined Critchfield & Co., Chicago, as account executive. He was formerly WJJD salesman.

JOHN KETTLEWELL has joined Hays MacFarland & Co., Chicago, in charge of merchandising and new accounts.

RICHARD V. NALL has left Reincke, Ellis, Younggreen & Finn agency and joined production department of John H. Dunham agency, Chicago.

PUTNEY HAIGHT, formerly in publicity department of J. Walter Thompson Co., has gone to Hollywood to enter free lance publicity there.

ADDISON P. JENNINGS has been named Chicago manager of Grant Advertising Inc. He came from the Matteson-Fogarty-Jordan.

A. J. GROBE has resigned as space buyer for Reincke, Ellis, Younggreen & Finn.

ALMON BROOKS WILDER, formerly with Simmonds & Simmonds, has joined L. W. Ramsey Co., Chicago, as account executive.

RUTHRAUFF & RYAN, Chicago, named ad counselor for McConnon & Co., Winona, Minn. (home remedy and kitchen products). Live shows on WLS and WHO are planned.

WECO RADIO PRODUCTIONS, Seattle, program affiliate of James R. Lunke & Associates agency, moves main office to Chicago this month. Gene Baker heads program department.

GEORGE KERN, formerly of Blackett-Sample-Hummert, Chicago, has joined Publicidad Organizada, Mexico City.

Ivan Black Emcee on Trip

Ivan Black, Federal Theater Radio Division press agent who used to be an emcee and comic, got himself a spot in the show on the Queen of Bermuda which sailed yesterday for Bermuda and Havana. It's Black's annual leave from the radio job.

CBS Signs Johnny Mercer

John Mercer has been placed under a management contract by Columbia Artists Inc., whereby the latter will handle all radio singing bookings for Mercer. Mercer is also under contract to Warner Bros. as a song writer.

Annuities have saved many a headliner from being a breadliner
Jules Hausberg
INSURANCE
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

PROGRAM REVIEWS

"THOSE WE LOVE"

Lamont Corliss & Co. (Pond's)
WJZ—NBC-Blue network,
Tuesday, 8-8:30 p.m.
J. Walter Thompson Co.

SERIAL OF MODERN AMERICAN LIFE GETS AWAY SLOWLY BUT EXCELLENT CAST HOLDS PROMISE.

Replacing the "Husbands and Wives" program, Pond's cold cream uses the same spot to introduce a new serial by Agnes Ridgway. Show, coming from the Coast, has a story that revolves around the lives of the Marshall family, the central characters being girl and boy twins who have just reached their 21st birthday. Opening reveals their devotion as Kathy wakes Kit up at 5 a.m. in order to be first to congratulate him on his birthday. Other characters are the father Judge Marshall, Kathy's sweetie, an up and coming young attorney whom the judge expects to be the next district attorney, and Aunt Emily who keeps house for the Marshalls. Rest of the introductory stanza held a birthday party at which the attorney made a speech directed at Kathy mostly and a talk between the judge and Aunt Emily, whom Uncle Jerry didn't marry because the war interfered. Part of the script appears to be leaning toward peace propaganda. Emily at any rate has made tremendous sacrifice in devoting her life to the Marshalls rather than an immediate family of her own. Story of course is a clean-cut yarn intended to please the most discriminating dial twisters, seeking "youth and love."

Nan Grey, picture star, heads the cast and like her excellent support handled the lines easily and competently. Others in the cast who might well be played up more strongly in both spotlight advertising and publicity include Richard Cromwell, Virginia Sale, Alma Kruger and Pedro deCordoba.

"Hollywood Mardi Gras"

Walter O'Keefe joined Lanny Ross and Charlie Butterworth Tuesday night on Packard's "Hollywood Mardi Gras" over NBC-Red at 9:30 p.m., giving the show a strong trio of entertainers aside from Ruby Mercer, Jane Rhodes and the Raymond Paige orchestra. O'Keefe wasn't fully set in his new atmosphere and so didn't quite hit his stride in the opening broadcast, but the combination looks promising.

WSPA, Spartanburg, S. C.

Richard Pattison, news editor, plans a week's sojourn in the home town of Indianapolis starting this week-end. Just a vacation.

Robert Wallace, chief engineer, and Mrs. Wallace made a holiday visit to Moorehead City, N. C.

Kenneth Dent of announcing staff visited the family in Lawndale, N. C.

George Andrews, engineer, is back from his native Pittsfield, Mass.

Nora Stirling's Personal Poll

Nora Stirling of NBC's "Sue Blake" and other programs takes her radio seriously and studiously. Besides being one of the air's better actresses, Miss Stirling also is a writer, producer—and analyst. When her "Funny Things," novelty musical show for kids, after five months on CBS as a sustainer last summer and fall, was dropped because of its heavy production and cast requirements, Miss Stirling had a desire to know the nationwide reactions to the program, so she conducted her own poll among the network stations. The survey brought several surprises. First was the volume of response—number of station executives replying totaled 51, more than 85 per cent. Of this number, 50 gave favorable and even highly enthusiastic reports on the show's popularity in their respective localities, while one station had to pass up the program because of crowded schedule. Another unusual achievement for the sustainer was that, in newspaper listings, it made the boxed list in 119 towns. All that remains for Miss Stirling to figure out now is why a program of such popularity is off the air.

Power Boost, 12th Year Are Celebrated by WCOA

Pensacola, Fla.—A 24-hour schedule of salute programs was broadcast by WCOA to mark its increase in daytime power to 1,000 watts. The occasion, Jan. 1, also marked the 12th anniversary of WCOA, the CBS station covering northwestern Florida and southern Alabama. With exception of two CBS salute programs, the entire schedule was commercial. This is believed to be a record for a station to present 23 hours of commercial programs.

A special radio edition was published by the Pensacola News-Journal in observance of the power boost. WCOA is affiliated with the News-Journal.

In addition to its power increase WCOA is introducing numerous technical improvements, including new transmitter location and vertical tower, new equipment to the transmitter and studios.

Station manager is Henry G. Wells Jr. WCOA is represented nationally by John H. Perry Associates, with William K. Dorman as manager.

KOY, Phoenix, Ariz.

Burridge D. Butler of WLS, Chicago, and this station, returned recently from a trip into Old Mexico.

KOY and "big brother" WLS exchanged season's greetings via transcriptions.

Hal Lines, control room operator, is now going into great detail in keeping logs of daily programs.

"His Majesty, the Baby", daily program, saluted a pair of new twins at yuletide.

WHO, Des Moines

Lem and Martha, formerly heard on transcriptions, now originate their Oshkosh B'Gosh show from here.

Kenneth Gfeller, "the singing doorman", has returned as assistant continuity director.

RECORDINGS
•
Call BRINCKERHOFF PLaza 3-3015

Radio Boom This Year Is Seen by Philco Exec

(*Continued from Page* 1)

acts the dismal outlook given before the American Marketing Association here the same week.

Thomas A. O'Loughlin, eastern sales manager, and F. E. Quinn, eastern advertising manager, arranged the session.

WOKO-WABY, Albany

Snedden Weir, studio manager, appeared as organ accompanist for Billy Rose over WOKO the other night.

Cluett & Sons' Sunday afternoon program is featuring Lester Taylor, 12-year-old pianist.

PROMOTION

Audience Builder

A new device for audience building which patterns after the motion picture theater trailer, planned by John Harvey of Blackett - Sample - Hummert, was used on WTMJ, Milwaukee, and brought considerable comment.

A few days before the national premiere of "Those Happy Gilmans," new script show being tested on WTMJ for General Mills, the agency bought five minutes of time and a preview of the show was presented. After due build up by an announcer the "Happy Gilman" cast did about four minutes of script from the serial.

As a result of the success of this promotion idea on WTMJ, it is expected to become more or less of a vogue in broadcasting.

List Program Specialties

WBT, Charlotte, is now preparing a new selling feature in the form of a folder series to be sent to all leading advertising agencies and to Radio Sales, CBS agency, listing the station's "program specialty" each week. Job will contain picture of show and full description, including talent and costs. Program Director Charles Crutchfield says he will have 52 new shows available for sponsorship during the year, varying from script acts to dance bands.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

Los Angeles

IN addition to two new musical programs bowing at KHJ this week under the baton of Carlton Kelsey, recently appointed Don Lee musical director, Frederick Stark will inaugurate still a third, called "Presenting the American Composer," on Monday at 9:30 p.m.

"Personal Problem Clinic," heard in the East as a live show, has been bought in transcription by 2GB Sydney.

May Robson and cast of "Lady of Millions" have resumed work on final episodes of the transcribed Associated Cinema program for Bauer and Black.

KEHE inaugurates a "Negro Hour" tonight at 9-10 in co-operation with the Central Avenue Board of Trade. Will be an audience show by and for the 65,000 colored residents of Los Angeles.

Captain Bob Baker tomorrow will take his "Hollywood in Person" microphone to the Hollywood Studio Club, where more than 100 girls live while awaiting the big break in pictures.

KHJ offers a new one in "I've Got Your Number," with Floyd Buick presenting a novel exposition of numerology from KFRC, San Francisco, each Thursday at 3:45.

Jerry King of Standard Radio reports revived interest in the Donald Novis recordings in the firm's library. The series was sold during the past week to the Evans Fur Co. in Chicago for WMAQ, and to the Musbeck Shoe Co., Detroit, for WJR in the auto city, and WLW and WOR. These transcriptions also have been taken for Honolulu and will shortly be heard on KEHE for Pierce Brothers.

KFWB has a new remote of Salvatore Santaella and his orchestra from Lucca's Restaurant at 7:15-7:30 p.m. and 12:30-12:45 a.m. every night except Monday, and KEHE picks up a new band, Max Cochrane, at the Cafe de Paree from 10:45 to 11:30 each night except Sunday.

"Houses Not For Sale" is the intriguing title of a new half-hour program devoted to advice to home builders on KEHE Monday, Wednesday, Friday and Sunday at 11:30 a.m.

Captain Don Wilkie, ex-U. S. Secret Service operative, initials a new 15-minute series over KFI on Jan. 8. Sponsor is the Institute of Applied Science, and contract is for 13 weeks, with airings at 10-10:15 p.m. Saturdays.

Thomas Conrad Sawyer's series for Sweetheart Soap has been renewed for another 13 weeks on KFI, following renewal of his KNX program for a similar period for the same sponsor.

Bert Fiske, KFWB musical director, will present his "Piano Paintings" program at a new time, 11:15 a.m. each Wednesday.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

GLENN SNYDER

GLENN SNYDER can play the harmonica. He has also written a song. He has a great time every Saturday night at the "National Barn Dance" of WLS, Chicago. He's one of the gang. Glenn Snyder is also manager of the station—and president of Chicago Broadcasters Ass'n—and a regional officer of the NAB.



Plays the harmonica, and wrote a song.....

He has quite a record in radio. But it isn't too clear just how it started. At 17, he was in St. Joseph, Mo. He cut shoes in his uncle's factory and got $3.50 a week. He made good, too, and soon he was getting $5.50 a day. Then, all of a sudden, he showed up in a bank, then back to the shoe factory, into advertising, department store and farm paper. Then came the war, and Snyder enlisted. When it ended, he was a second lieutenant, giving rifle instruction in New Orleans. Then back in the department store, and again on a farm paper. He became advertising manager of the Nebraska Farmer, then general manager of the Wisconsin Agriculturist. He came to Chicago as a member of the Prairie Farmer advertising department, and in 1931 he became manager of WLS, after a year as commercial manager. And there you are.

He also likes baseball, and the pride of his life are two lovely daughters.

NEW PROGRAMS—IDEAS

"Skiing on Air"

New offering of KVI, Seattle, Washington, presents Mike Donohoe, Ski Editor of the Seattle Post-Intelligencer in latest snow reports from four or five popular ski resorts adjacent to Seattle and Tacoma. Road conditions and skiing and waxing instructions by Northwest ski experts are added. It is estimated that 30,000 enthusiastic followers of the sport provide ready-made audience for this airing.

KLZ's "Three B's" Expands

Because popularity of KLZ's novel quiz program, "The Three B's," has grown by leaps and bounds, the Denver station is moving the show to a large auditorium to accommodate the audience. Program conducted by KLZ's "inquiring reporter," Wes Battersea, combines a spelling bee, pronunciation bee and word marathon bee. The show was first aired from one of KLZ's smaller studios; was shifted to the master studio, and now winds up in the auditorium of an adjoining hotel.

Shoe Talk From Salesroom

Just what a salesman says to a customer, and what a customer says to a salesman while being fitted with a pair of special-made health shoes, goes over the airwaves of WFBM, Indianapolis in a new weekly series from the salesroom of the Stroupe-Tucker Shoe Co. The conversation gives novel twist to the program.

Press Agents—Welcome!

At last -- it's happened. Press agents have a special spieling time of their own, with no superlatives, no adjectives barred. WDAS, Philadelphia, has started this "Press Agent's Paradise," inviting all the noise boys of the city's legitimate theater to come before the microphone and give their candid (?) opinions of their respective offerings. It's swell—it's unbelievable — it's — but there's a catch: If, as, and when the boys finish, the announcer takes over and demands explanations of their statements. There follow some embarrassing moments — but the audience laughs its enjoyment.

"Catch the Announcer"

Idea here is to arraign all station spielers for mispronounciations and boners right before the microphone, with Program Director Gil Fawcett handling the proceedings. Show airs over KDAL. Anonymous heckler, signing "herself" "D.A.L.", enlivens the performance by regular mail contributions spotting some faults of announcers. Curiously, the heckler bears the same initials as one Dalton A. LeMasurier, owner of the station.

"Voice of Industry"

Special Xmas trick of WAIM, Anderson, S. C., brought recording equipment to various business houses of the city, recording the season's greetings from the lips of the different execs. Records were aired on Christmas Day.

Chicago

UNDER direction Julius Miller, WGES has launched a daily program for Jewish housewives, featuring "Mrs. Gold" the woman's helper.

Virginia Browne Faire, former radio actress, and William Bernstein have returned from a round-the-world honeymoon trip.

Dave (Dynamo) Edelson this week rounds out 15 years as announcer. He presides over "Dance Tunes" at WSBC.

Doris Keane, manager of WWAE and WHIP, back from a holiday sojourn with parents in Kalamazoo.

George Hollingbery, head of Craig & Hollingbery, is the father of a new boy.

Valentize Jarosz has been named special foreign language sales rep for WHIP.

Joe Kelly in his Jolly Joe programs on WLS and WGN, is carrying on the work of the late Uncle Bob Wilson and his Curb is the Limit Club for kids. Jolly Joe has an imaginary telescope with which he is supposed to watch kids to see they don't cross a street without looking both ways.

Doris Keane, manager of WHIP and WWAE, is herself conducting a one hour Sunday program titled the American Church, non-denominational.

Carnation Contented Hour added 17 stations in Canada, giving it a total of 75 outlets on NBC.

WIND has made application with FCC for permission to operate experimental facsimile station.

Jim Dudley, sports commentator, of WJJD and WIND, back from motor trip to Pittsburgh.

Vivian della Chiesa to appear before Kappa Kappa Gamma on Feb. 13.

Martin Jacobsen has taken over the Courthouse Reporter broadcasts on WJJD, replacing Jack Peyser who left the station to free lance.

Henry Klein, radio director of BBD&O, has waxed a new show titled Theater of Life, a sort of March of Time, expanding the one major news event of the week into a three-act drama of a half hour.

Ethel Owen now being used regularly on Fibber McGee show to help fill gap due to fact Molly (Marion Jordan) is in sanitarium.

WBT, Charlotte

Organist Marie Davenport missed her opening program for "Betty Moore" series because the stork called. Jane Bartlett was recently kept off the air for two months by the same old bird.

New Duke Power Co. program started this week with almost new talent line-up including Russel McIntyre, romantic tenor; Jack Phipps, pianist; Don White, guitarist, and Clair Shadwell, announcer.

SAN ANTONIO

George W. Johnson is the new manager at KTSA, succeeding H. C. Burke, who takes over a new eastern post for Hearst Radio.

Lloyd Snyder orchestra has returned to Olmos Night Club, remoting via KABC.

Barney Rapp's combo is now playing the Saint Anthony Hotel Rainbow Terrace. Has a WOAI wire.

Billy Bartz recently joined the production staff at KTSA.

New vocalist with the Joaquin Grill band at the Plaza Hotel Roof Garden is Dorothy Claire.

Charles Belfi is the new manager at KABC, succeeding Gene Cagle, who has returned to Fort Worth.

WFAS, White Plains, N. Y.

Selma Seitz, treasurer, is back at her desk following a two-week siege with blocked sinuses.

Station employees received year-end gift checks, based on seniority of service.

B. M. Middleton, sales manager, not only set the deal but played Santa Claus in the monster free Yuletide children's party staged in cooperation with Home Savings Bank at the Colony Theater.

Bruno Klohoker, director of German programs, will start the ensemble at Old Heidelberg Restaurant with a wire in mid-January.

Merchants and business institutions in Westchester sponsored Christmas and New Year Greetings Programs over WFAS at 4-5 on both holiday afternoons. Lang-Worth Library Transcriptions furnished music.

Millicent Tralle, WFAS director of women's programs, back after a tiff with a cold.

Gertrude Porter (continuity, New York office) out with an abscessed ear.

Virginia Trumpy, eight-year old favorite of the weekly Loft Radio Party programs, back after a Christmas trip.

Dick Dunn, WFAS nemo operator in Yonkers area, building a scale-model of the station's 190-foot Lehigh radiator.

A broadcast - from - the - store was aired on the opening of the new Yonkers unit of George W. Loft Food Markets. Millicent Tralle had charge of program, assisted by Announcer Jack Mercer.

Transcribed Greetings

WISN, Milwaukee, aired season's greetings of advertisers by means of transcriptions. Sponsors' records, made in advance, served in place of Christmas cards when played over the airwaves.

Lawson Zerbe
PL 3-2600

ORCHESTRAS - MUSIC

OZZIE NELSON and his orchestra have been renewed for three more months at Victor Hugo's in Beverly Hills. His "Truth or Consequence" broadcasts over KHJ and West Coast Mutual outlets will continue six nights a week.

Don Redman and ork, with Orlando Roberson and Louise Carroll, are at Lookout House, Covington, Ky., for four weeks, airing over WLW. Booked by Century Orchestra Corp.

Century Orchestra also has the Anthony Trini and the Bobby Hayes crews on a one-night ballroom tour, while Bob Sylvester is at Club Evergreen, Bloomfield, N. J., airing over WNEW.

Mike Riley and his ork have been booked by CRA for the Trianon Ballroom, Cleveland, with WTAM-NBC wires, starting Feb. 1.

Earl Hines plays the State-Lake Theater, Chicago, week of Feb. 3, then is routed east for a Philly theater date, through CRA.

Rudolph Ringwall will direct the Jan. 19 broadcast of the Cleveland Orchestra over NBC-Blue. Artur Rodzinski is regular conductor.

Tommy Dorsey will hold a swing contest for amateurs on his Kool-Raleigh broadcast of Jan. 21 over NBC-Blue.

Beginning this week pianists Al and Lee Reiser will be heard regularly on Felix Knight's Thursday 5:15 p.m. WEAF programs. The Reisers are heard on four other NBC programs weekly.

Ernie Holst's opening date at the Book-Cadillac Hotel in Detroit has been advanced to Tuesday, January 11. This marks Holst's fifth return engagement at this spot. He will have a CBS wire.

Lyn Murray started the New Year with ten weekly CBS programs for his orchestra and choruses.

Pat Henry, former WIP songster, has finished five recordings for Decca with Gene Kardos orchestra.

Al Kavelin and band have taken on a vocalist, Kathryn Case, Miss Philadelphia of 1937, and go to Detroit for short engagement.

In the first program of a series to be known as "Milestones in American Music," Dr. Howard Hanson will conduct the Rochester Philharmonic Orchestra in the overture to Oedipus Tyrannus, by John Knowles Paine, and Edward MacDowell's Indian Suite, in a broadcast tomorrow at 9-9:30 p.m. over NBC-Blue Network.

Blue Barron, a favorite ork in the midwest, makes his New York debut tonight in the Hotel Edison Green Room. His first air program will be over NBC-Blue at 11 tonight.

Chick Webb's band returns to the Savoy Ballroom and NBC on Jan. 16.

Samuel Gardner will conduct tomorrow night's Bamberger Symphony program over WOR.

Morton Gould's "Second Swing Symphonette," aired by the composer-conductor on his WOR-Mutual program Monday night, elicited much praise. The composition blends classic and modern swing music with very pleasing effect.

Peter de Rose, who wrote such hits as, "Wagon Wheels" and "In the Mission by the Sea," and is heard over NBC with May Singhi Breen, says he has begun work on his greatest undertaking—an American folk opera about the great West.

Freddie Martin, who has just returned to New York after a two-year tour of the country and now is featured with his orchestra in the Crystal Garden at the Ritz Carlton Hotel, will be the guest of honor at a Gala Welcome Home Party that Leon & Eddie are tendering to him at their rendezvous on Sunday evening.

Terri La Franconi, now playing at the Roney Plaza in Miami, set for date at the Paramount Theater there.

Ward-Berman Orchestra, for ten years one of New Haven's featured musical groups, was selected to present WICC studio orchestra assignments in that city, in line with AFM deal.

Louis Katzman tonight starts a 13-week engagement over WOR.

Teddy Grace, Mal Hallett's vocalist, will appear in Martin Block's Swing Session at the Criterion Theater Sunday. She has just completed 12 sides for Decca.

"The Dial"

January issue of "The Dial", booklet house-organ of WOPI, Bristol, Tenn.-Va., is an easy-reading piece of 14 all-text pages with short, snappy items on wide variety of topics. Smartly written job takes in such features as the Mickey Mouse trouble in Yugoslavia, the drive to "donate-your-old-radios-to-the-poor", move to sell surplus eggs through radio, and other subjects not related to airwaves. Station plugs are on the covers. Book has much to recommend it to the reader, including size, convenience, good typography, and restraint of straight advertising matter.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

OKLAHOMA

Letters of appreciation for KVOO (Tulsa) News Bureau four times a day newcasts have been received from 16,296 regular listeners in 1,508 cities and towns in 33 states, Canada and Mexico. More than 6,000 broadcasts have been given in the five years it has been on the air.

Paul Buenning, KTOK (Oklahoma City) program director, from Salina, Kan.

O'Darrell Cunningham now announcing at WBBZ—(Ponca City). He was formerly with KTOK.

Weldon Stamps new newscaster with KTOK.

KHBG (Okmulgee) now airing weekly luncheons of local Chamber of Commerce.

"Air Adventures of Jimmy Allen" now on KVOO (Tulsa) sponsored by Rex Baking Co.

Jasper McDoary Hyde and his 11 children, known to radio as The Oklahoma Hill Babies are returning to Tulsa after appearing on stations in New Orleans, Columbus, and Birmingham.

Audrey Kerlee, secretary to WKY (Oklahoma City) manager Gayle Grubb, has resigned to go to New York to join Elliott Roosevelt's staff.

COMING EVENTS

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

HELENA BLUE'S
NOVELTY STRINGS
An all girl orchestra playing in a modern, distinctive style
NOW AVAILABLE
FOR
RADIO HOTELS
THEATRES
CIrcle 7-4124 New York

PHILADELPHIA

Jerry Stone, WDAS publicity director and who also handled the station's "Sidewalk Interviews," has had to discontinue latter because of labor troubles at near-by shops.

A new series of concerts by the Civic Symphony Orchestra will begin over KYW under direction of Thaddeus Rich.

Stoney McLinn, WIP director of sports broadcasts, will be given a testimonial dinner by his friends.

Joan Wallace and the ensemble of WDAS are putting on a new series of condensed musical comedies and operettas, arranged by Jack Schwartz.

John Facenda, WIP Night Supervisor, celebrates his first year with the station.

Max Friedman former member of the team of Cookie and Cheffie, on WLIT and WFAN in the old days, is now song writing.

James Tyson Jr., drummer in the WIP house band, has become engaged to Anne Willis and will wed in the spring.

Bonnie Stuart, backed by the KYW orchestra under Jan Savitt, starts a new weekly show over NBC-Red network.

Harold Davis, production manager of WDAS, steps into a new role now that he is writing continuity for a special dinner music broadcast of Joe Frasetto and band.

J. Barry Sherry, who plays the character parts in the "Dramas of Science" heard over WCAU, is none other than the onetime stage and screen player.

WBAL, Baltimore

With the signing of Bob Iula and his nine-piece orchestra as permanent staff musicians, plans are about completed for a five-times-weekly "Hi-Jinks" schedule. Cast will be headed by Rex Reynolds and Garry Morfit.

Jerry Lee Pecht has replaced Garry Morfit on "Plaza 4900." Morfit is needed on many new local shows to start this month.

Edwin M. Spence, g.m., in a New Year message to his associates, says he looks for bigger and more vital advances in radio during 1938.

ONE MINUTE INTERVIEW

WALTER CASSEL

"If you want to gain fame as a singer, try to start in radio and not on the stage. It's too easy for a stage singer to get in the rut because a stage singer isn't able to get enough variety in his work. He's apt to stick to one or two songs for months—the songs that get the greatest response from the public. However, you can't do that on radio. Radio offers the great proving ground in the world for a voice, because when you're on the air you're completely on your own. You must put over your numbers without the benefit of gestures, costume or good looks."

☆ Coast-to-Coast ☆

THE "Airfinds" program with Jay C. Flippen and Irving Aaronson's orchestra will switch to a new day and time starting Monday when the broadcast is heard at 8-8:30 p.m. The show features the weekly winners of the WHN Amateur Hour, which has shifted to Fridays at 8-9 p.m. from the stage of Loew's Ziegfeld Theater.

In its first direct air affiliation on a regular basis, the Baltimore Museum of Art will present a weekly radio program over WBAL entitled "The Children's Hour."

John W. Quarles, president of Rome Broadcasting Corp. (WRGA) and one of the original directors of the National City Bank of Rome, Ga. (he has missed only one directors' meeting in 25 years), was a speaker on the one-hour Silver Anniversary program aired over WRGA.

A total of 26 accounts are listed in the New Business compilation of KCKN, Kansas City, Kan., from Dec. 15 to the first of the year.

Lawson Zerbe, who appears in many of radio's leading dramatic programs, is now heard in featured roles on "Grand Central," over WJZ on Friday at 8 p.m.

The "Manhattan Merry-Go-Round" film, produced by Republic Pictures, was given quite a publicity and exploitation buildup in advance of its opening at the Criterion on Broadway. Phil Regan, Cab Calloway and Ted Lewis figured prominently in the promotion, and the radio program of the same title gave the film a plug.

Mutual will air a preview of film, "In Old Chicago," from Hollywood on Jan. 14 at 11:30-12 midnight. A description of a race to the Four Star Theater between Andy Devine, riding in a blimp, and the Ritz Bros., in a horse drawn firewagon, will be the feature of the airing.

Students at Springfield (Mass.) College will evaluate modern movies and radio programs in an appreciation course offered for the first time at the school by Prof. Kent Pease during the winter term.

Edney Ridge's WBIG down in Greensboro, N. C., has gone peaceful and Democratic for 1938. A publicity break accorded the station in the current issue of The Democratic Digest, published monthly by Women's Division of the Democratic National Committee, Washington, shows Harriett W. Elliott, dean of women, University of N. C. and state director of the Speakers' Bureau, at a WBIG mike doing her stuff.

KARM, Fresno, is latest subscriber to Standard Radio program service. KBTM, Jonesboro, Ark.; WICA, Ashtabula and WDZ, Tuscola, Ill., are taking the Popular Supplement.

WCAE, Pittsburgh

Betty Wills, chief of traffic department, says the wedding date will be in early spring.

Two advertisements on "Morning Express" last week sold 4,000 dozen of eggs.

Sports announcer Jim Murray waxed a 15-minute show late last week for a sponsor who wants an early morning program.

Bill Schroeder of the sales staff spent the New Year's holiday at his St. Louis home.

Two new educational features start this week, one under the auspices of the Allegheny Bar Association and the other titled "Adult Education."

WOPI, Bristol, Tenn.

A new feature of the "Homemakers Hour," broadcast direct from the Kingsport Studios is a "recipe" contest to be held for all housewives of Bristol and Kingsport.

Station has just initiated "The Sunshine Girl," featuring 15 minutes of songs by one of the staff artists.

"Community Service Program," broadcast weekly, will feature Fred. F. Fletcher, County Agent of Dickenson County, who will discuss various community projects taking place in Dickenson.

WRBL, Columbus, Ga.

A new method of "Vox Popping" is the "Columbus Chats with Bill & Bob" in which the public interviews the two Announcers Bill Dougherty and Bob Mimms as well as vice versa. The result is a humorous 15 minutes of snappy ad libbing on the part of the announcers as well as "the man on the street."

Elaborate preparations are being made by Jim Woodruff Jr., manager, for this year's Community Service Broadcasts.

"Request Club" Fans Pick Hits

Frank A. Seitz, who conducts the "All-Request Club" over WFAS. White Plains, N. Y., on Monday, Wednesday, Thursday and Saturday afternoons at 3, offered listeners an opportunity of setting up their own "Parade of Hits" for 1937. From the cards and letters received, the following selections, in the order named, polled greatest number of votes: "Once in a While," "Where or When," "Bob White," 'Whispers in the Dark," "Goodnight My Love," "Sailboat in the Moonlight," "September in the Rain" and "Have You Any Castles, Baby?". Hit songs were played in session of All-Request Club broadcast.

SAN FRANCISCO

KFRC acquires the Eddy Duchin show, "Court of Human Relations," "Epic of America," "Musical Cartoons," "Musical Camera," and "Music for Today," as the first new programs of the year.

The East-West game New Year's Day was b'cast exclusively for the nation over MBS by Ernie Smith and Mel Venter.

Visiting here is Lewis Allen Weiss, g.m. of the Don Lee net, making a tour of the coast on a visit to most of the 26 Don Lee-Mutual outlets.

NBC acquiring 22 new shows to start off 1938.

Jack Meakin, NBC maestro, has started "Meakin Miniatures," Mondays on KPO, 10:30-11 p.m., playing pop tunes.

John Wolohan's ork has begun a series of 11:45 to midnight spots from his ballroom on KFRC on Mondays, Fridays and Saturdays. Other band changes in the local Mutual lineup include Roger Burke, replacing Harry Owens at Sir Francis Drake, and Joe Reichman, who took over the Mark Hopkins where Griff Williams held forth.

S. H. Patterson, KGGC mgr., is new president of Northern California Broadcasting Ass'n, succeeding Art Westlund, KRE mgr. Assoc. has 17 members.

After an absence of several months, "California Concert," directed by Ernest Gill, has resumed a Sunday t. c. spot.

Dee Waller, NBC program traffic, recovering from poison ivy trouble.

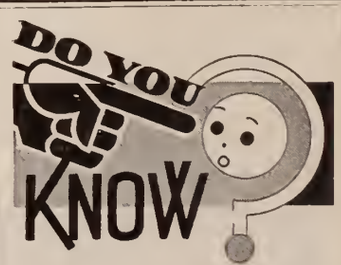
Regal Amber Brewing will sponsor nightly weather reports on KGO, through M. E. Harlan agency.

NBC shifts S. E. man Jim Lyons to production; Keith Wadsworth, from office boy staff to s. e., and Helen Bartlett, from press to production department secretary.

KIDO, Boise, Ida.

New announcing talent within the station ranks was uncovered recently when Chief Engineer Harold Toedtemeier, an ardent bowler, was enlisted to give play-by-play of City Bowling League matches.

C. G. Phillips, manager of this NBC outlet, wasn't satisfied with handing out the usual year-end bonus to staff. In addition, he gave each member of the family a handsome wrist watch. He also included a watch for himself, the Missus—and a big one for the station.



With transmitter in the Eiffel Tower, Paris, France has been among the leading countries in television experiments since 1935.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 5 NEW YORK, N. Y., FRIDAY, JANUARY 7, 1938 FIVE CENTS

Congress Quizzes FCC

2 CALIFORNIA STATIONS JOINING CBS ON JAN. 15

Two California stations, KARM, Fresno, and KROY, Sacramento, will join the CBS network on Jan. 15. The new Pittsfield, Mass., station, WBRK joins on Feb. 1.

All three stations are new licensees. KARM is owned by George Harm and operates on 100 watts full-time. KROY is owned by Royal Miller and is a daytime 100 watter. The combination rate as optional member of

(Continued on Page 3)

KGKO Shift to Ft. Worth Getting Under Way Soon

Ft. Worth—Moving of KGKO, Wichita Falls, to Ft. Worth as recently authorized by FCC will be completed by May 1, according to Harold V. Hough, g.m. of both KGKO and WBAP here. The stations are

(Continued on Page 2)

P. & G. Adds Stations On Morning Disk Series

Procter & Gamble (Ivory soap) on Jan. 17 will start "Across the Breakfast Table" on WGR, Buffalo, and KYW, Philadelphia. Program is a quarter-hour disk which will be aired five times weekly and is now

(Continued on Page 2)

KGGM Had Record Year

Albuquerque—"Our business for 1937 was the biggest and best in the entire history of our station", states Mike Hollander, g.m. of KGGM, "We are very optimistic for the coming year. We hope to make 1938 even better."

Manager's "Chat"

Yuma, Ariz. — Taking after the editorial pages and columns of newspapers and magazines, KUMA here has inaugurated a 15-minute "chat" prepared and presented by Manager E. N. Sturdivant. The innovation aroused more comment on its first day than any other program which has been broadcast over the station.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Eleventh Installment of a Series)

• MYRON P. KIRK •



Genial and equally astute Myron P. Kirk, former vice-president and director of radio for Ruthrauff & Ryan Inc., caused a hubbub in radio circles when he resigned that position to become vice-president in charge of radio for Famous Artists, Hollywood. There, Kirk has assumed duties in both pictures and radio that helped make Ruthrauff & Ryan one of the top ranking firms in the agency field. Kirk's record is based on such celebrated programs as those of Major Bowes, Al Jolson, Edward G. Robinson, Joe Penner and others. His salesmanship and talent handling showed many a sponsor how to sell the product.

* * *

• GEORGE BOLLING •



From the Detroit office of John Blair & Co., Vice-President George Bolling moved east and up last summer to head the New York office on resignation of Murray Grabhorn. Management of the Detroit office thereupon fell to his brother, R. H. Bolling.

• J. HAROLD RYAN •



This is the current president of the Ohio Association of Broadcasters. He was elected last November to succeed the retiring John F. Patt of WGAR, Cleveland. Ryan also has other responsibilities. He's president and g.m. of Fort Industry Co., owners and operators of WSPD, Toledo; president of West Virginia Broadcasting Corp., operating WWVA, Wheeling, and treasurer of Monongahela Valley Broadcasting Co., operating WMMN, Fairmont, W. Va.

* * *

• CLAY MORGAN •



Shortly after Clay T. Morgan took up the post of director of promotion at NBC early in 1937, things began to literally fly in the promotion division. White space copy and direct mail promotion hit the all-time high in the spring and early summer. By the way, if you see any similarity in the accompanying picture and Warner Oland's, don't tell Morgan. He's heard it before.

Atlas and Stuart Doyle Close Australian Deal

Atlas Radio Corp. has made a deal with Stuart Doyle, Australian amusement biz tycoon who also heads a chain of 16 stations, whereby an Atlas distributing branch will be operated jointly in Australia and New Zealand. Main branch will be lo-

(Continued on Page 2)

NAB to Assess Dues By Income Groups

Washington Bureau, RADIO DAILY

Washington — Present "inequalities of card rate system of collecting NAB dues" will be abolished in favor of assessing dues by income groups in radio's trade association, Phillip G. Loucks, reorganization committee chairman, revealed to-

(Continued on Page 8)

Commissioner Craven is Questioned by House Committee

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—That the FCC is moving in cooperation with Congress toward solution of various radio problems, including newspaper ownership of stations, was revealed yesterday when the House Appropriations Committee made public its report of executive hearings on independent offices appropriation bill of 1939. At the same time, another section of the heretofore unpublished report of the FCC to interested Congressmen became available to RADIO DAILY.

The two reports, one of which is being held in strict confidence and the other being released on a restricted basis, constitute what is generally

(Continued on Page 3)

WOULD DISQUALIFY CRAVEN AS COMMISSIONER IN FCC

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY

Washington—Timing a demand in the House for a thorough radio probe with official issuance yesterday of the Appropriation Committee executive hearings report containing his close examination of Commissioner Craven, Congressman Wigglesworth, threw a

(Continued on Page 3)

General Foods Adding 4 Stations for Sanka

General Foods on Jan. 13 will add WRVA, WREC, WADC and WKBN to the CBS Sanka coffee program. Young & Rubicam is the agency.

Acclimated

Philadelphia — After many experiments to aid the announcer in airing the new "Breakfast Express" early morning program—even to installing a cot in the station, which necessitated hiring somebody to wake the announcer—WDAS solved the problem by getting a new announcer. His name is Tom Haffey, and he used to be a milkman.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Jan. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149½	147¾	149½	+ ¾
CBS A	20¼	20	20¼	+ ¾
Crosley Radio	9	8¾	8⅞	+ ⅜
Gen. Electric	43½	42¼	43⅜	+ 1½
RCA Common	6⅞	6½	6¾	+ ⅛
RCA First Pfd.	48⅜	46¼	48⅜	+ 1⅜
Stewart Warner	9½	9½	9½	+ ⅛
Westinghouse	105	102	104⅞	+ 4⅜
Zenith Radio	15⅜	14⅛	15⅜	+ 1⅜

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

GUEST-ING

JAN PEERCE, on "Radio City Music Hall of the Air," Jan. 16 (NBC-Blue, 12:30 p.m.).

FRED E. BAER, ghost writer, on Edgar A. Guest's "It Can Be Done," Jan. 11 (NBC-Blue, 8:30 p.m.).

LYN MURRAY'S CHORUS, repeat on Al Pearce program, Jan. 11 (CBS, 9 p.m.).

HERB KOPF, interviewed by Dick Fishell, today (WMCA, 6:30 p.m.).

WILLIE and EUGENE HOWARD, on "Amateur Hour" tonight (WHN, 8 p.m.).

ROBERT CASADESUS, pianist, on Ford Sunday Evening Hour, Jan. 16 (CBS, 9 p.m.).

Nan Wynn in Own Spot

Nan Wynn, CBS songstress, will have her own program over CBS at 10:45-11 p.m. starting tomorrow. An orchestra directed by Ray Block will support her.

Dr. Courboin to Resume

Dr. Charles H. Courboin, organist, returns to WOR next Sunday at 12:30-12:45 p.m.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Newspapers Dropping Off

Continuing a tendency that has corresponded with the growing use of radio as an advertising medium, 221 newspapers discontinued publication in 1937, according to the N. W. Ayer & Son's Directory, out today. In the periodical field, 91 new magazines made their debut last year. Many were picture magazines.

KGKO Shift to Ft. Worth Getting Under Way Soon

(Continued from Page 1)

owned by Amon G. Carter, publisher. Glenn D. Gillette, consulting radio engineer, has charge of locating the two 330-ft. towers on the new 40-acre site. KGKO power will be boosted to 1,000 watts night and 5,000 watts day on 570 kcs.

The air-conditioned KGKO studios will be atop the Medical Arts Bldg. D. A. Kahn, Wichita Falls, will be business manager. C. B. Locke will be chief plant engineer. Most of the present staff will move here, but a remote studio will be maintained in Wichita Falls. Station will be on NBC-Blue as well as Texas Quality Network. WBAP is an NBC-Red member.

Atlas and Stuart Doyle Close Australian Deal

(Continued from Page 1)

cated in Sydney with Doyle as managing director. Herbert R. Ebenstein, Atlas prez, who closed the deal with Doyle, stated that this is the first of several such transactions planned to place the Atlas disks in every part of the English speaking world.

McNinch is Mentioned As Bench Possibility

Washington Bureau, RADIO DAILY

Washington — Frank R. McNinch, FCC chairman, yesterday was mentioned in capital circles as among possibilities for appointment to the Supreme Court bench.

P & G Adds Stations On Morning Disk Series

(Continued from Page 1)

being heard on KMBC. Neal Keehn and Margaret Heckle write, produce and play the principal character roles in the script. Compton Advertising placed the account.

WIS Staff Additions

Columbia, S. C.—Recent staff additions at WIS are announcers Bill Mayhew and Frank Burger and control operator Douglas Bradham.

Mayhew formerly worked as announcer at WCSC, Charleston. Bradham was chief operator at WCSC, and comes back to the station he served five years ago as announcer-operator. He is now on the controls at WIS.

Burger returns to familiar scenes after several months announcing in the nation's capital. He was with WIS for nine months before joining WOL in Washington last October.

Sale of WLAK, Lakeland Awaiting FCC Approval

Lakeland, Fla.—All other negotiations have been completed and only approval of the FCC is needed now in the sale of controlling interest in WLAK to David E. Smiley and Ralph Nicholson of Tampa, according to J. P. Marchant, president of Lake Region Broadcasting Co., which owns the station. Smiley and Richardson are publishers of The Tampa Daily Times and operators of WDAE in that city. Neither of these concerns are involved in the deal, and Marchant will continue to hold an interest in the company.

Expose of Gossipers Started by Sam Taylor

Sam Taylor, movie commentator heard Tuesday and Thursday evenings over WHN, last night started a new feature called "Comments on the Commentators", in which he plans to show up the misinformation dished out by other radio gossipers. His first expose was aimed at Jimmy Fidler, charged with airing erroneous information the other night about the eastern trip of Franchot Tone and Joan Crawford.

Danzig Succeeds Bates

Jerry Danzig will succeed John Bates as WOR Commercial Program Manager effective Jan. 15. Bates has resigned to open a production agency and among other shows will produce "Famous Fortunes" for the Richland Shoe Co. Danzig will be succeeded in the special events department by Alvin Josephy, formerly of the N. Y. Herald Tribune.

Neil Norman Taking Rest

St. Louis — Neil Norman, program director and sports announcer of WIL, is at Hot Springs resting up and recuperating from the effects of injuries and shock received in an automobile accident. The accident occurred at Palmyra, Mo., while Norman was enroute to Iowa to visit his father. Latest reports indicate that Neil will be back on the mike in another week.

Spend yours Where the Money is!
COVERS THE CAPITAL DISTRICT
WABY
ALBANY, N.Y.

COMING and GOING

THOMAS G. ROCKWELL and HARRY LEEDY are in the east from the coast.

CLARENCE OLMSTEAD, supervisor of radio for Young & Rubicam agency, to New York from Hollywood for a month's stay.

BESS FLYNN, who is in New York from Chicago for a visit with a fellow author, Bess Johnson, is expected to return to Chi over the week-end.

CHARLES O'CONNELL, associate conductor of Philadelphia Symphony Orchestra and connected with RCA, is in Montreal to conduct a concert tonight.

S. C. VISONHALER, general manager of KLRA, Little Rock, Ark., is in New York.

A. L. CHILTON of WGST, Atlanta, is in town.

BRYCE OLIVER, WHN commentator, sails today for a West Indies vacation, during which time his radio period will be filled by guest commentators, starting with Arthur Lockwood, press agent.

BUDDY MANNERS, vocalist on the WHN staff, is back from a Havana honeymoon.

GEORGE D. LOTTMAN is leaving for Miami, Fla., on Jan. 14 for a week's vacation.

JACK FULTON has left Chicago for New York on private business for himself.

LEONARD L. BASS, contact chief for "We, the People", returns from Washington this week.

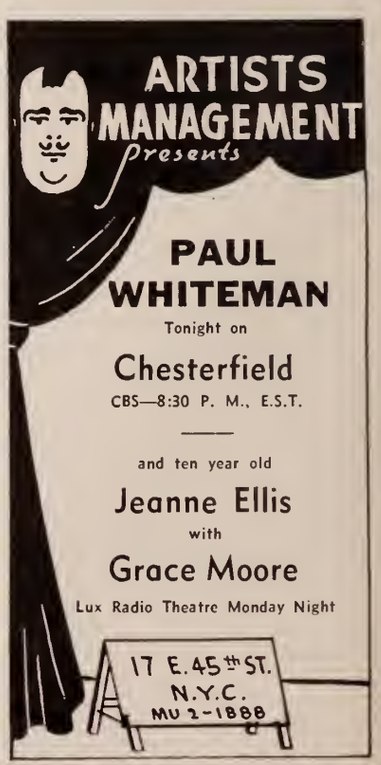
JOHN C. KELLY, president of Kelly, Nason & Winsten advertising agency, sails today for a southern cruise with MRS. KELLY.

MAURY GAFFNEY, CBS trade news director, and MRS. GAFFNEY sail on the Columbus tomorrow for a 12-day West Indies cruise.

JOHN BLAIR, president of John Blair & Co., is in New York.

TOM BELVISO, NBC music chief, to Boston today to look over the WBZ music set-up.

EUGENE C. PULLIAM, president of WIRE, Indianapolis, is a New York visitor.



HOUSE GROUP QUIZZES COMMISSIONER CRAVEN

(*Continued from Page* 1)

conceded by Congressmen as "preliminary data" to a sweeping investigation of the FCC and the entire radio industry.

In a confidential letter from the FCC, commenting upon the Scott Bill, providing that the licensing authority shall not be given the power of censorship over the radio communications or signals transmitted by any radio station and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication, the FCC declares it is in complete sympathy with the purpose of the bill.

"In our opinion," FCC points out, "the broadcaster who simply makes his facilities available for the discussion of those issues by responsible people and who exercises no control over the content of the broadcast should not be held liable for statements made in the course of the broadcast."

On the other hand, it is pointed out, that while the proposed measure grants relief to the broadcaster it leaves the door wide open for scurrilous, defamatory attacks by judgment proof, irresponsible individuals.

The major portion of the executive session appropriations committee fireworks report was due to the presence on committee of radio-minded Congressman Wigglesworth, who peppered Commissioner T. A. M. Craven with question after question pertaining to his background, previous connection with the radio industry as well as general FCC policy. Regarding the newspaper-radio question, Craven during the executive hearings stated he believed this phase to be a constitutional question, and added he thought that Congress would be the ultimate factor in its determination. Craven said the FCC was not yet in a position to make any recommendations along this line but added that the commission "is going to give it much more consideration before a year is out."

Asked by Wigglesworth if he felt that such a sweeping investigation as has been suggested in both Houses of Congress into the broadcasting field would be a desirable thing, Craven replied: "Frankly, I do not. I think that the commission should be given an opportunity to do a job, and then report to Congress."

Asked by Congressman Fitzpatrick if the Commission could censor anything that they believed is not proper Craven replied: "The question of censorship is a very basic one and perhaps requires study on the part of Congress. It is a major question." Regarding the question of applications Craven told the Committee he thought that the commission would have to decide on a more definite policy with respect to determining who should be granted applications.

On the question of charging for licenses, Craven said this also was a question to be decided by Congress. Wigglesworth, then asked what was the total income of the industry last year.

"If by the industry," Craven replied, "you mean broadcasting transmission systems of the country, that is one thing. If you mean all of the allied forces, including manufacturers of receivers and tubes, the service men, and things of that sort, I think the general turnover is about $1,000,000,000 a year."

BIRTHDAYS



Greetings from Radio Daily

Jan. 7

Al Bowling — Shirley Ross

Jan. 8

Ralph Wonders — Leon Goldstein

G. W. Johnstone — C. P. MacGregor

Jan. 9

Marion Carley — Crane Colder

Nelson Yates

NEW PROGRAMS—IDEAS

"Makers of America" on WINS

"Makers of America," a new series of dramatic broadcasts dealing with the men and women behind the scenes of American progress and growth, will be presented by the New York WPA Division over WINS every Sunday at 11-11:30 a.m.

The first broadcast will tell in dramatized form the story of Haym Salomon and the important part he played in the winning of the American Revolution. It has been rumored that the story of Haym Salomon may be the next motion picture vehicle for Paul Muni.

Among those who, having in some way contributed to the lustre of the American scene, will be portrayed in this series, are Adolph Sutro, who introduced placer mining in the West; Charles Steinmetz, the electrical genius; Mordecai Noah, Daniel Touro, and Capt. Robert Gray, who discovered the Northwest Passage that opened up Washington and Oregon.

Women's Club

Holding top spot among novel southwestern programs is KGGM's (Albuquerque) "Women's Club of the Air," original idea of g.m. Mike Hollander. Program, three hours long each morning, has over 3,370 loyal listeners, each holding membership and receiving prizes by names being called over air and response to call within one minute. Averaging 100 new members weekly. Station holds theater parties for club members every three months with membership cards serving as admish tickets.

Conducting Speech School For Announcers at WBIG

Greensboro, N. C.—A twice-weekly school of correct speech is being conducted for the announcing staff of WBIG by Dr. Elbert R. Moses Jr., instructor of English and director of the Speech Improvement Department at the University of North Carolina, Woman's College. Dr. Moses is a nationally known authority on correct speech and will give a three-month course to the WBIG announcers. He uses the very latest and most modern equipment and various recordings are being made of the announcers' work. Any inaccuracy in speech is promptly corrected.

Within a few weeks the speech clinic will be aired for 15 minutes twice weekly over WBIG.

Col. Major Relinquishes CBS Sustaining Program

Having signed a contract with Wilson, Powell & Hayward, artists representatives and radio show builders, Colonel Jack Major, who has been one of Columbia's outstanding afternoon variety show headliners, will terminate his sustaining half-hour show next week. Usually heard on Tuesdays, the Colonel's last sustaining CBS broadcast will be aired on Wednesday at the same time, 3-3:30 in the afternoon.

A joint agreement has been reached between Wilson, Powell & Hayward and Columbia Artists Inc. in the management of the Colonel.

Following his Wednesday broadcast, Colonel Major leaves for Boston to begin a limited series of personal appearances, starting at the Metropolitan Theater. Following his theater dates, he will return to New York to ready his new air show, which is expected to get under way some time in March.

Would Disqualify Craven As Commissioner in FCC

(*Continued from Page* 1)

virtual bombshell by charging that Craven is disqualified to sit as an FCC commissioner due to stock ownership in radio stations when he entered employ of FCC. Wigglesworth alleged on floor of House that Craven received payments from radio interests "less than one month" before he was named Commissioner.

2 California Stations Joining CBS on Jan. 15

(*Continued from Page* 1)

the CBS Pacific coast group will be $150. If KROY is unavailable the rate for KARM will be $100.

WBRK is a 250 watter daytime, 100 at night. Its rate will be $125. Harold Thomas is the owner.

This Week at WMCA



Contrary to the theatre's well-known antipathy toward radio advertising, two famous Broadway playhouses are buying "spots" on WMCA to plug their offerings! Such a spiking of tradition we think is worthy of a free notice here for "The 3 Waltzes", now playing at the Majestic, and "Between The Devil", featured at the Imperial Theater.

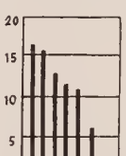
* * *

With the return of HARRY HERSHFIELD to his old post as theatre critic, WMCA boasts a quartet of Broadway-Hollywood commentators that would be hard for any station to equal. This All-Broadway backfield lines up with Hershfield on Theatre Reviews, Martin Starr on Cinemas, Powell Clark on Hollywood personalities, and Broadway Jack Eigen of "You Heard It Here" fame.

* * *

Our idea of the perfect tie-up between sponsor and program; the sponsor, Dancograph Dance Art, Inc.,—the program, MAE MURRAY, glamorous Ziegfeld dancing star, supported by the sole-tickling music of Pedro and his Cubans.

* * *



Orchids to the J. STIRLING GETCHELL AGENCY and ROSS-FEDERAL RESEARCH CORP. for their keen audience survey of Dick Fishell's Sports Resume (6:30 P.M.). 2,310 completed telephone interviews showed an audience for this daily WMCA feature within 25% of New York's top ranking network station! Sponsor identification was actually 100% greater! We'll be glad to make a summary of this illuminating survey available to any interested executives.

* * *

Significant that . . . WMCA is the EXCLUSIVE New York outlet for the new FATHER COUGHLIN series.

WMCA

New York's Own Station



DOROTHY LAMOUR, who flew to Chicago to spend a few days with hubby, Herbie Kay, will not appear on the Chase and Sanborn show Sunday. Loretta Lee will fill the vocal spot.

Art Rush, headman of Columbia Management Corp., is back in town after spending four weeks in New York and the East.

Bill Stuart, publicity head in the Young & Rubicam office, went to San Francisco to pave the way for the Jack Benny appearance there next Sunday.

Olson Rug, Boston Food Products, Skinner and Eddy and H-O Oats are new sponsors participating in the presentation of the KNX "Housewives' Protective League" and "Sunrise Salute" programs.

"Judy and Her Jesters" now have a 15-minute Monday through Friday spot on KNX at 8:15 a.m.

Ben Sweetland's new KHJ program, "What's New Under the Sun," moves from its current Thursday spot to Fridays at 8:30-9 p.m. Sweetland is the station's "Friendly Counsellor," whose advice is heard regularly each week day morning.

Mark Kelly's sports comment on KNX and CBS Pacific Coast for Roi Tan cigars switches from Wednesday to Thursday nights at 7-7:15.

The new Pond's "Those We Love" dramatic series will be heard locally on KFI, though riding NBC-Blue elsewhere.

Glan Heisch has been signed for script contributions to the new Pepsodent-Mickey Mouse show. Set by Don Clarke of the H. N. Swanson agency, former associate of Heisch at KFI-KECA.

Rush Hughes, who relinquished "Lagendorf Pictorial" on NBC with intention of taking nothing but a coast-to-coaster, and who recently was signed for the new Borden show, will originate his program from New York for a few weeks, starting Jan. 31, after which he returns here to air from this point. Deal was handled by NBC Artists Service, with Young & Rubicam handling the Borden account.

Major Ridge's Titles

Major Edney Ridge, director of WBIG, in Greensboro, N. C., feels that he is slipping in the way of titles, although he has just had the title of "executive vice-president" added to his list. The list now reads: "Major Edney Ridge, executive vice-president, secretary and general manager of the North Carolina Broadcasting Co. Inc." At one time, several years ago, the Major held the title "assistant to the executive heads of departments, of the Atlanta Joint Terminals of the Atlanta & West Point, Louisville & Nashville, and Georgia Railroads."



● ● ● **Gabriel Heatter's 19-year-old son, Buddy, has been hired by Young & Rubicam as a writer on "We, the People"....Al Evans will conduct the band on the Ben Bernie show—which will be aired from N. Y. for six weeks only....Herb (CBS) Rosenthal is confined to his bed by sinus trouble and grippe. He's expected back at his desk Monday, however....Irving Kahal left the coast three hours before "Right this Way" opened....Guy Robertson has been the secret groom of Audrey Christie of "The Woman" for over a week....Shifting in personnel at N. W. Ayer is expected momentarily....Tom Hanlon, chief CBSlinger on the west coast, will handle the Phil Baker commercials....Howard Barlow begins a new CBShow on Jan. 21, designed for kids, called "Concerts for Children," which is a symphony....Henny Youngman in describing a not-so-good singer said: "She's so flat that you have to put an arch-supporter in her throat". ....CBSwing Session next Saturday nite will come from Hollywood and be an HOUR show with Paul Whiteman, Raymond Scott's Quintet, Joe Venuti and possibly Bing Crosby!....Richard Himber fades on the Lucky Strike-MBShow this Tuesday to go on the CBS "Hit Parade". Harry Salter gets the MBSpot!**

● ● ● *A double wedding in which two members of the ministry were married to two members of their forces was aired via WMBH, Joplin, Mo., last week....Flowers and other gifts sent up by friends enabled the station staff to set up a wedding scene that was entirely in character with the occasion....Pat Stanton of WDAS, Philly, is presenting the first Philadelphia showing of "Dawn Over Ireland"—a flicker depicting the Irish War for independence.... Nancy Grey, who is a commentator of the "Sun Country News" show on WTMJ, Milwaukee, has been made "admiral of the flagship fleet" by American Airlines as a result of her success in promoting flying business out of Milwaukee and Wisconsin.*

● ● ● **Eddie Cantor and troupe will open a vaudeville engagement in Pittsburgh on Feb. 16—their first stop-over eastward....Eddie Garr's show for Bromo-Seltzer will be called "The Morning After" and will be aired each week from the floor of a different N. Y. nite club. First show will come from the International Casino....Madeline Gray's "Dear Teacher" now heard Tues. and Thurs., will switch to Mon. and Wed., starting Jan. 17. The Tues. and Thurs. spots go to Nila Mack's "Let's Pretend". ....Joe Penner's next flicker is "Rolling Stones", to be written by Paul Yawitz....Martha Raye does "Give Me A Sailor" in March....Lou Holtz does a turn on Ford show this month....Phil Romano will remain at the Hollywood. Arthur "Street Singer" Tracy, singing better than ever, leaves there tonite....Lyn Murray's wife is Carol Irwin of Young & Rubicam.... Tommy Dorsey hasn't taken up Dave Tough's option....Peggy Newton goes into the Hickory House tomorrow nite....Henry (Chappell) Spitzer was talking to Harold "Pins and Needles" Rome the other day....In describing a bore, Willie (Chi. mob) Horowitz cracked: "If he has any talent—it must be in his mother's name".**

● ● ● *The unusual case of a show changing its name to keep pace with each successive year is illustrated north of the border where "Canada 1937", Canuck program directed by N.Y.'s Ken Sisson, now is "Canada 1938"....But that's nothing. Here in the U. S., Harry Conn changed his "Earaches of 1938" to "1939"....Harvey "Longfellow" Olson, the conductor of WDRC's Shoppers' Special program in Hartford, Conn., can't get his brother, Henry, away from the mike during the daily run of his radio train at 8:15-9 a.m. Henry persists in breaking in at every inopportune moment, usually with somewhat disastrous results....Henry has the bad habit of disagreeing with Longfellow about everything, much to the delight of listeners.*



E. R. DANIELSON, NBC program department, is laid up at home with influenza. Ditto Myrtle Stahl, educational director of WGN, and Ade Hult, Mutual salesman.

Bess Flynn, author, is in New York visiting author Bess Johnson.

Henry Weber, Mutual musical director, and Mrs. Weber (Marion Claire) sail on a Caribbean cruise Jan. 22.

Kenneth Krants has resigned from Chicago NBC staff to become Frankie Masters' personal rep. William N. Waever Jr. gets his job at NBC.

Everett Mitchell, senior NBC announcer and conductor of Farm and Home Hour, heads for a five-day flying trip to Florida over weekend.

Fayette Krum, author of NBC's "Girl Alone," closing her Lake Forest residence and departing Feb. 1 for six weeks on the Lazy R-C Ranch near Phoenix, Ariz.

Gordon and Bud Vandover of the Tom, Dick and Harry Trio, and arranger Carl Hoefle are back from Hollywood. Marlin Hurt stayed.

Judith Lowry heads cast of "Last of the Lockwoods," new NBC serial starting Sunday. Others in show will be Betty Lou Gerson, Jane Webb, Pat Murphy, MacDonald Carey and Art Kohl. William Meredith is author, Ralph Maddox, director, and Allan Grant, accompanist.

Phelps Preparing Bill Clarifying Radio Libel

Albany—Intended to relieve radio stations from litigation caused by allegedly libelous remarks made over the air, Assemblyman Phelps Phelps of New York, himself a radio commentator, is drafting a bill for introduction next Monday night, he told RADIO DAILY yesterday. One aim of bill is protection in quiz and interview programs.

The libel law in New York State is rather vague on the subject, Phelps says, though it is obvious that an interviewer cannot anticipate what his subject may say, maliciously or otherwise.

Phelps also said he would place copies of his proposed measure in the hands of network and local radio officials early next week, so that if any amendment is deemed necessary it can be effected before the bill is reported out of committee.

Harry Reed in Sales Post

Seattle — Harry Reed, well-known program director and organist of the northwest, is now with Seattle Recording Studios as sales manager. Besides his former theater and other affiliations, Reed for the past seven years held positions as musical director and assistant program director for NBC's Seattle outlet, KJR-KOMO.

PROGRAM REVIEWS

"SONGS OF ISRAEL"

Horowitz-Margareten (Matzohs)
WMCA, Wednesdays, 7:30-8 p.m.
American Broadcasters

JEWISH COMMUNITY SING OFF TO GOOD START DESPITE WEAK MUSICAL BACKGROUND.

Another community sing program, with all the songs consisting of Jewish tunes both old and new, made its debut over WMCA last Wednesday night, and, despite the feeble efforts of one pianist, proved to be very entertaining. Audience participating in the songfest completely ignored the lack of accompaniment and seemed to have an excellent time.

Martin Starr emceed the show and gave a creditable performance. Maurice Schwartz, actor-producer of an outstanding Jewish play on the Broadway stage, made a brief appearance as guest star and sang the title song from his play.

Program goes overboard on commercial copy, and audience seemed restless during the many plugs given the sponsor's products.

"Town Hall Tonight"

Back from balmy California with renewed pep, tunefulness and impishness, Fred Allen's Ipana-Sal Hepatica "Town Hall Tonight" provided one of its best performances last Wednesday night over NBC-Red at 9-10. Allen was in great form, while his regular and guest aides, including Harry von Zell, Portland Hoffa, Lucille and Lanny, Roy Campbell's Royalists, a subway gas-sniffer employed by Consolidated Edison Co., Peter Van Steeden's orchestra and the versatile Mighty Allen Art Players all contributed well in their respective departments.

The proceedings moved along at a good clip, laughs were plentiful and Van Steeden put plenty of zip into the musical end.

Young & Rubicam handles the show.

"March of Time"

One of the most interesting and colorful of the "March of Time" programs, heard over NBC-Blue at 8:30-9 p.m. each Thursday, was last night's show which included dramatization of the Ten Best Films of 1937 as selected by the nation's movie critics in the annual Film Daily poll. First half of the program was devoted to re-enactment of scenes from these films, including "Life of Emile Zola", "Good Earth", "Captains Courageous", "Lost Horizon", "A Star is Born", "Romeo and Juliet", "Stage Door", "Dead End", "Winterset" and "The Awful Truth".

The talented "Time" acting personnel did a swell job in the impersonations, with Bill Johnstone and Ted de Corsia as the High Lama and in the Ronald Colman role, respectively, appearing in the "Lost Horizon" bit, Dwight Weist as Fredric March and Cyrilla Dorne as Janet Gaynor in "A Star is Born", Jeanette Nolan and Alfred Shirley in the Norma Shearer and Leslie Howard roles in "Romeo and Juliet", Nancy Kelly impersonating Freddie Bartholomew in "Captains Courageous", and others of the "Time" staff in the various other episodes. Elsie May Gordon was particularly good as Katharine Hepburn in "Stage Door" and in several other interpretations.

Good judgment in selection of highlights from the pictures, and the usual crisp style of handling that is characteristic of "March of Time" broadcasts, made the cinema kaleidoscope an engrossing affair.

Second installment of the half-hour program was given over to the customary "Time" news dramatizations.

Briefly

Bob Hope made a much better showing in his second guest appearance on "Your Hollywood Parade" last Wednesday night over NBC-Red. Another guest was Lanny Ross in a very enjoyable selection from "Show Boat."

George Griffin, baritone, assisted by Jerry Sears' orchestra, did some first-rate vocalizing in yesterday's 12:15 p.m. spot on NBC-Blue. Griffin, also heard Sundays at 9 a.m. on NBC-Red with Alice Remsen, has a clear and melodious voice that is always a joy to the ear.

Betty Worth, one of radio's busiest and most talented actresses, has been doing a swell job with Bert Lytell in the "Alias Jimmy Valentine" series, also in "Road of Life" and other programs.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Jan. 21: Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Wm. M. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

Jan. 28: Frontier Broadcasting Co., Denver, Colo. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WMEX, Boston, Mass. CP to change frequency and increase power to 1470 kc., 5 KW., unlimited.

Feb. 2: WBLY, Lima, O. Vol. assignment of license to Fort Industry Co. 1210 kc., 100 watts, daytime.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.

Feb. 4: Lillian E. Kiefer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

Paul J. Gollhofer, Brooklyn. CP for new station. 1500 kc., 100 watts, specified.

Feb. 9: Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

S. B. Quigley, Mobile, Ala. CP for new station. 1200 kc., 100 watts, daytime.

Roberts-MacNab Co., Livingstone, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Ben S. McGlashan, Los Angeles. CP for new mobile unit. 1622, 2058, 2150, 2790 kc., 10 watts, unlimited.

Ben S. McGlashan, Los Angeles. CP for new mobile unit. 1622, 2058, 2150, 2790 kc., 75 watts, unlimited.

Feb. 10: N. B. Egelund, Fort Dodge, Ia. CP for new station. 1500 kc., 100 watts, daytime.

Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 50 KW., shares time.

Feb. 15: National Life & Accident Insurance Co. Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Kathryn B. Goselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Clinton Broadcasting Corp., Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Feb. 21: Western Radio Telegraph Co., Corpus Christi, Tex. CP for special station. 4805, 4530, 2252 kc., 300 watts, unlimited.

Frank Ray, Dickinson, N. D. CP for new station. 1310 kc. 100 watts, 250 watts LS., unlimited.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Mar. 1: Union-Tribune Broadcasting Co., San Diego. CP for new station. 1480 kc., 5 KW., unlimited.

Mar. 3: WMBO, Auburn, N. Y. Auth. to transfer control of corp. from Roy Albertson to Auburn Publ. Co. 1310 kc., 100 watts, unlimited.

Mar. 4: Mollin Investment Co., Huntington Park, Cal. CP for new station. 1160 kc., 100 watts, daytime.

Elliott Roosevelt Guest On "Famous Sons" Series

Elliott Roosevelt, son of the President and himself president of Hearst Radio, will head the list of guest artists on the opening program of the "Famous Men's Sons" series to be inaugurated Monday at 10:30-10:45 p.m. over NBC-Red network. On the same program will be Keenan Wynn, son of Ed Wynn; Lowell Thomas Jr., Rudolph Friml Jr. and other sons of famous fathers.

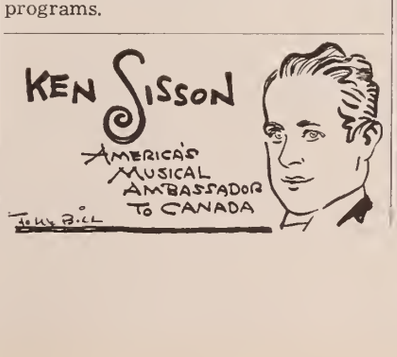
WIS Accident Broadcast "Catches" Hit-run Driver

Columbia, S. C.—Conscience and a WIS news broadcast caused the surrender of an "unidentified" hit-and-run driver to South Carolina law enforcement officers recently.

Highway No. 1 near Columbia was the scene of a fatal accident. Officers searched futilely for the car and driver until the 11 o'clock news over WIS carried the only story of the accident to break that day. A short time after the broadcast the county coroner called WIS to say that after hearing the broadcast, the driver of the death car had voluntarily surrendered to officers.

Trexler Joins WCPO

Lawrence Trexler, has joined the staff of WCPO, Cincinnati, as news commentator. Trexler, until recently at WNOX, 5,000-watt CBS unit of the Scripps-Howard Radio Chain at Knoxville, has been an announcer for 14 years, four of them as a newscaster.



ORCHESTRAS MUSIC

EMERY DEUTSCH, opening at the Netherland - Plaza in Cincinnati next week, will have NBC-Red and WLW Line wires, with WHN as the New York outlet for the WLW hookup. His first airing from Cincy will be at 6:30 p.m. on Saturday of next week.

Lee Scott's orchestra, from Tucson, Ariz., has opened an engagement at the Blackstone Hotel's Venetian Ballroom, in Fort Worth, airing several times weekly over WBAP. Scott succeeds Herman Waldman.

Victor Arden, director of the Chevrolet transcriptions, has taken an office at 444 Madison Ave. to facilitate handling arrangements and other details of the program.

Emil Coleman, who was responsible for starting a vogue for the Viennese waltz at the Iridium Room of the St. Regis Hotel, is now reviving the polka and gavotte.

Mark Warnow has appointed Bob Brioty as his personal representative with offices in the CBS Building at 485 Madison Ave. Brioty will be Warnow's liaison with song publishers particularly, but will also contact agency men and clients.

Latest additions to the Sesac catalog include five compositions published by Leopoldo Orduna, Barcelona, Spain. They are titled "Chimbili-bi-Chimbi," "Te He Bebido en un Beso," "Dime Pisio" and "Suspiros."

Al Donahue and his orchestra, together with Durelle Alexander, the String Choir and Male Glee Club, close their fourth successful engagement in the Rainbow Room on the night of Jan. 11 and leave for Florida where they will open at the swank Colony Club in Palm Beach on Jan. 26. Donahue and his organization are already set to make a fifth appearance in the Rainbow Room in May, thus getting a long lead on the number of engagements played there over any other orchestra which has ever appeared in the lofty nightery.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

United Broadcasting Gets Complete Rolling Station

Cleveland—Completion of a mobile unit and trailer studio equipment, which will be used to serve the four UBC stations in Ohio, has been announced by E. L. Gove, technical supervisor of the United Broadcasting Co. Last step in installation of equipment was readying of 100-watt transmitter, just completed.

The rolling station and studio are now equipped for presentation of any type program. Regulation studio microphones are used and audio signals are controlled by a speech amplifier, exactly the same in operation as in the permanent broadcasting ststudio. A small spinnet type piano is also included.

KINY Transmitter Site On Alaskan Gold Dump

Juneau, Alaska—New site selected by Edwin A. Kraft of Seattle, owner of KINY, for the station's 255-foot vertical radiator is the rock dump of the Alaska Juneau Gold Mine.

The dump, which extends out into salt water, is said by engineers to be one of the finest transmitter locations in the country. "Not only is this a splendid spot for a transmitter from an engineering standpoint," said Kraft, who has returned to Seattle, "but I am told the dump still contains probably a million dollars in undeveloped gold. We are buying hammers for all the operators and will let them knock out nuggets during their spare time."

Philco Sets in Turkey

Philadelphia — Part of Dictator Kemal Ataturk's plans for the modernization of Turkey will include installation of Philco radio sets in every Turkish community, according to an announcement made here by Philco. The dictator has built public community centers throughout the country for education, recreation, and relaxation, and the sets will be placed in these centers. Choice of a Philco Model 2670 was said to have been made by Kemal Ataturk himself, with a group of engineers from the Post and Telegraph Administration of the Turkish Government.

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NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,103,267—Alloy for Vacuum Tube Elements. George A. Matthews, Detroit, Mich., assignor to The Detroit Edison Co.

2,103,303—Device for Producing Electron Rays of High Energy. Max Steenbeck, Berlin-Siemenstadt, Germany, assignor to Siemens-Schukert-Werke Aktiengesellschaft.

2,103,312—Cathode Ray Device. Maggio C. Banca, Magnolia, N. J., assignor to RCA.

2,103,334—Means for Dimming Radio Lights. John L. McWeeny, Chicago, Ill.

2,103,338—Ultrahigh Frequency Oscillator. Klaas Posthumus and Pierre J. H. A. Nordlohne, Eindhoven, Netherlands, assignors to N. V. Philips Gloeilampenfabrieken.

2,103,341—Modulation Metering Device. Harold J. Schrader, Haddon Heights, N. J., assignor to RCA.

2,103,357—Ultra-Short Wave System. Ernst Gerhard, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,103,358—Method of Eliminating Reradiation. Albrecht Gothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,103,362—Ultrahigh Frequency Magnetron Oscillator. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,103,439—Gas-Filled Tube. Leland K. Swart, Mountain Lakes, N. J., assignor to American Telephone & Telegraph Co.

2,103,450—Tube Testing Device. Walton de Verter, Chicago, assignor of one-third to Samuel L. Brenner.

2,103,457—Frequency Control Line and Circuit. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,103,468—Wave Translating System. John G. Kreer, Jr., Bloomfield, N. J., assignor to Bell Telephone Laboratories.

2,103,481—Signaling System and Method. Robert C. Mathes, Wyoming, N. J., assignor to Bell Telephone Laboratories.

2,103,489—Amplitier Circuit. Eugene Peterson, New York, assignor to Bell Telephone Laboratories.

2,103490—Wave Translating Circuits. Eugene Peterson, New York, assignor to Bell Telephone Laboratories.

2,103,498—Photocell. Fritz Schroter, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,103,506—Wave Translating System. Clyde S. Yeutter, Leonia, N. J., assignor to Bell Telephone Laboratories.

2,103,619—Constant Voltage Generator. Clyde E. Hallmark, Camden, N. J., assignor to RCA.

2,103,621—Device Employing Electronic Tubes. Paul Kapteyn, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,103,637—Automatic Volume Control Circuit. Waldemar J. Poch, Collingswood, N. J., assignor to RCA.

2,103,638—Oscillation Generator. Klaas Posthumus, Eindhoven, Netherlands, assignor to RCA.

2,103,645—Braun Tube. Kurt Schlesinger, Berlin, Germany.

2,103,646—Receiving Aerial for Ultrashort Waves. Kurt Schlesinger, Berlin, Germany.

2,103,652—Intensity Control System for Cathode Ray Beams. Manfred von Ardenne, Berlin, Germany.

2,103,655—Oscillation Generator. James N. Whitaker, Tuckahoe, N. Y., assignor to RCA.

2,103,745—Transmission and Reception of Intelligence. Samuel G. Frantz and Brunsen S. McCutchen, Princeton, N. J., assignors to RCA.

2,103,766—Synchronized Sound and Picture Control. Thaddeus Cahill, New York, and Arthur T. Cahill, and George F. Cahill and Eleanor Cahill, executors of the estate of Thaddeus Cahill, deceased.

2,103,853—Multi-Range Tunable Oscillator. Loren H. Kirkwood, Collingswood, N. J., assignor to RCA.

2,103,865—Superheterodyne Automatic Gain Control System. Jacobus C. Nonnekens, Eindhoven, Netherlands, assignor to RCA.

2,103,869—Signaling Circuit. Harold O. Peterson and Martin Katzin, Riverhead, N. Y., assignors to RCA.

2,103,878—Selective Radio Receiving System. Leland E. Thompson, Merchantsville, N. J., assignor to RCA.

Ship-to-Shore Phones

Ship to shore radio telephone service linking the crack ships of the U. S. Lines with any points in the Bell System has been inaugurated on the Washington and is now being made ready on the Manhattan by the Mackay Radio & Telegraph Co. These installations consist of Western Electric equipment designed especially for marine radio telephone service and operate independently of the ships' radio telegraph apparatus.

New WGN Transmitter

Chicago—A new transmitter will be built by WGN 23 miles northwest of Chicago's loop near Itasca, 10 miles closer than present plant near Elgin. A new 650 radiator is expected to increase station's signal strength by 40 per cent.

WGL Prepares for Power Boost

Fort Wayne, Ind.—Work on adjusting various equipment of WGL for the power increase to 250 watts night will start within 10 days. J. E. Gilhooly, field engineer for the Westinghouse stations, will begin work of adjustment upon his return from North Dakota, where he went for the holiday season.

Scott Plant to Expand

Chicago—Plans for the expansion of the radio manufacturing firm bearing his name have been announced by E. H. Scott. He reported record business for the firm in December.

Saul Shapiro on Tour

West Coast Bureau, RADIO DAILY

Los Angeles—Saul Shapiro, factory representative for Universal Microphone, is off on a three months' trip covering the 11 western states.

WBIG Studio Decorations Attracting Much Attention

Greensboro, N. C.—WBIG has just finished redecorating its studios and the lobby of the station is attracting a great deal of attention, due to the effect produced by a score or more photo-murals representing the activities of WBIG and showing various industries in its area.

Very large photographs, shot in this territory, depict agriculture, education, transportation, industry, finance and commerce, sports, aviation and dramatics. Education is represented by three little girls entering a primary school, adjoining which is a picture of three young ladies emerging from college with their diplomas. A tobacco field, dairy farm, Duke-Carolina football game, southern championship tennis game, street scene, handling cotton, U. S. Mail and an Eastern Airline transport plane are just some of the subjects treated.

At WBIG are welcome old and young, white and black, rich and poor, and an invitation is extended to all WBIG listeners to visit the station.

Universal Recorders Sold

Hollywood—Universal Microphone has sold one of its new portable recording machines to Radio Industrial de Mexico, Mexico City, and another to the Inter-Mountain Clinic in Salt Lake City. The Inglewood mike manufacturers are offering purchasers of equipment short factory courses in the operation of recorders to insure best results from the machines.

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and Editors
of America on
the outstanding

RADIO PROGRAM
RADIO ARTIST
ORCHESTRA
COMMENTATOR
SPORTSCASTER

of 1937

☆ ☆ ☆ ☆

OKLAHOMA

William C. Gillespie, manager KTUL (Tulsa) has been named as one of the eight presidential directors of the Tulsa Chamber of Commerce.

Gayle Grubb, WKY manager away on business trip.

Earl Hull, WKY chief engineer, finger-printed and everything for using new mobile unit.

E. C. Sutton, WKY continuity chief, is ill.

Gale Grubb, WKY manager, and Earl Hull, chief engineer, handled Cotton Bowl broadcasts at Dallas for sister-station KLZ with Grubb announcing.

WHBC, Canton, O.

Ced White, spent an entire afternoon recently in the local jail to better acquaint himself with methods of local law enforcement, for his "Adventure Reporter Program."

Wade Barnes is having great success with Little Theater dramas.

Truesdale Mayers, program director, and Frank Grosjean collaborated on new song, "Making My Dreams Come True," which George Young introduced on "Evening Melodies."

WOV News Dramatizations

WOV will broadcast the first of a new series on dramatizations of current news topics in foreign language (Italian) on Sunday at 5:30-6 p.m. Show will be styled a la "March of Time" and will have special musical score. Local sponsor has the program.

Mrs. A. J. Kendrick Dies

Chicago—Mrs. A. J. Kendrick, wife of the WBS v.p. and herself a radio producer, writer and actress under name of Betty McLean, died yesterday in the wake of a gallstone operation.

Book Firm on WABC

Modern Age Books on Jan. 15 at 9:30-9:45 p.m., will start "By Popular Demand" on WABC locally. H. V. Kaltenborn will be the first guest speaker. Bacheimer-Dundes & Frank Inc. is the agency.

ONE MINUTE INTERVIEW

HERBERT H. HYMAN

"There is at least one similarity between movies and radio. They are both looked upon by performers as a means of 'easy money'. That's on the way out, as far as radio is concerned, for the time is not too far distant when a radio play will rehearse at least a week before it's produced. There'll be no more demand for 'sight readers'. The day of well produced radio plays is not as far away as many of us believe, and, although it means a replacing of intuitive readers with actors, I, for one, welcome the day. It's one of the reasons why I left the motion picture industry for radio."

☆ Coast-to-Coast ☆

HENRY DUPRE, broadcasting over WWL, New Orleans, from the show-up room at police headquarters for the first time, gave listeners an earful of both comedy and drama.

Dick Walsh's "News and Sports of New Haven," over WBRY, completed a successful trial period and is now a regular six-weekly evening commercial, sponsored by Seaboard Oil Corp.

L. A. Benson, president and general manager of WIL, St. Louis, has signed for the Father Coughlin broadcasts starting next Sunday.

Paula (Prissy) Fraser, member of the cast of "Helen's Home," Lehn & Fink serial on WBAP, Fort Worth, and singer on the Cosden Oil Show, also on WBAP, and who was married to Larry Rowell, formerly emcee for the Light Crust Doughboy programs on WBAP and TQN, has given up her local radio work and has moved to Chicago, where Rowell is connected with a publishing concern.

"The Adventures of Ace Williams" has been renewed for an additional 13 weeks over 2KY, Sydney, Australia, according to Michelson & Sternberg, New York agents. The program has also been added to WCHS at Charleston, West Va., and to WHIS at Bluefield, W. Va.

The broadcast of General Smedley Butler, given at the Massachusetts State Federation of Women's Clubs' Radio conference in the Hotel Statler on Monday is to be broadcast exclusively over WORL. After General Butler's address, Elizabeth Hart will carry a traveling mike among the crowd, picking up comments from the various listeners on "Just what did you honestly think of General Butler's talk on 'War is a Racket'"?

Bernice Allen, singing pianist, will be heard on Fridays from 4-4:30 p.m. with a variety show over WMCA and associated stations.

Chicago Musicians' Union Puts Through New Deals

Chicago—Having put through contracts with WBBM and WGN providing five days' work for six days' pay, $140 for commercial program men, and six-day week with seven days' pay for night club musicians, James C. Petrillo this week turned attention to movie orchestras, putting through a system whereby men will work six weeks, then lay off one week with full pay. They have been laying off seventh week heretofore but paying for relief orchestra themselves.

NBC has not yet signed new contract with Petrillo, old one expiring Jan. 15.

Alaska Network Show

Seattle—Inaugurating the first chain program originating in Alaska, KINY, Juneau, fed the coast-to-coast NBC-Red network on New Year's Day at 9:30-9:45 a.m. Juneau time (1:30-1:45 p.m. EST), according to Edwin A. Kraft, owner of the station, on his return here. The program, titled "Alaska Greets 1938", originated in the main studios of KINY and was short-waved via U.S. Signal Corps facilities to Seattle, where it was picked up and distributed to the nation through regular line channels. Fred Ordway, emcee and Bob Barringer, station program director, presented through rapid interviews a kaleidoscopic glimpse of the lives of typical Alaskans.

Rosalie Krause Weds Today

Rosalie Krause of WHN will be married today. A two-week trip to Florida will follow.

NAB to Assess Dues By Income Groups

(*Continued from Page* 1)

night as sessions of his committee continued here.

Under the new "income group" system, minimum dues will be $5 per month which will be upped gradually to the station doing two million dollars' worth of business annually which will be assessed approximately $400 monthly, declared Loucks. A report is expected sometime Saturday.

WORL Interviews at 7:30 A.M.

Boston—The Oxford Group movement, who have just published the magazine Rising Tide, are having a series of interviews over WORL daily at 7:30 in the morning. There have been only three broadcasts thus far, yet beginning next Monday a regular "group" of all those interested will meet in the studios to take part in the program. The demand has been so great for people generally to participate in this 15-minute program at 7:30 a.m. that the facilities of the largest studio available are being turned over to the group.

"Tish" Series Extended

The "Tish" series, heard over CBS the past three months, has been extended and will be aired at a new time, 10-10:30 p.m. on Thursdays. Mary Roberts Rinehart, author of the "Tish" stories, has donated rights to 10 more yarns. WPA Federal Theater Radio Division produces the shows, with William N. Robson as director, and Leith Stevens and Paul Starrett write the musical background, with Stevens conducting the orchestra.

DALLAS

Jimmy Sinz, WFAA first trumpeter, is to join Roger Pryor's orchestra at St. Frances Hotel, San Francisco, Jan. 18.

Evelyn Honeycutt, sweet singer at WFAA, joins Eddie Fitzpatrick's orchestra at Hotel Peabody, Memphis, Jan. 31, following her graduation from high school.

WFAA Early Birds orchestra recently celebrated its seventh birthday on the air. Emcee Eddie Dunn, announcer Cecil Hale, director Wilbur Ard and Rufie and Goofie, new comedy team, are in the aggregation.

Vadsco Adds 2 Stations

Vadsco Sales Corp. will add two more stations to its Mutual network show, "Court of Human Relations," starting Sunday. They are WAAB, Boston, and WBAL, Baltimore.

WISN Wrestling Series

Milwaukee—WISN has set a new series of wrestling broadcasts starting Monday. Alan Hale, WISN sports announcer, will be at the microphone to give a report of the grunt and groan bouts. There will be two broadcasts a week, Mondays from the Riverview Rink and Thursdays from the South Side Armory. Both broadcasts will start at 10 p.m.

Auto Radio Unit Moves

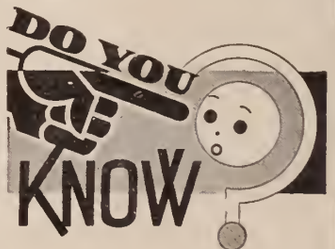
Philadelphia — Philco Radio and Television Corp., has announced the removal of its automobile radio engineering labs from Philadelphia to Detroit. Move was to place trained staff close to auto plants for which Philco manufactures the car sets.

"Gangbusters" Third Year

"Gangbusters" begins third year on CBS Jan. 12, when a new 52-week contract goes into effect. Program is heard over CBS network at 10-10:30 p.m.

Leon Goldman in Series

Leon Goldman, CBS staff conductor, will direct the new "Aubade for Strings" series over CBS starting Sunday at 9-9:30 a.m. Goldman will have a 14-piece string orchestra.



Annual maintenance cost of the broadcasting industry is placed at about $21,000,000 annually.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 6 NEW YORK, N. Y., MONDAY, JANUARY 10, 1938 FIVE CENTS

CBS Forms Adult Education Board

WBRE IN WILKES-BARRE JOINS NBC ON JAN. 30

WBRE, Wilkes-Barre, on Jan. 30 joins the NBC networks as an optional Red or Blue outlet. Station is owned and operated by Louis G. Baltimore and operates on 1310 kcs. with 100 watts. Network rate will be $120.

Four More Stations Join Wisconsin Web

Green Bay—Four more Wisconsin stations have signed contracts for affiliation with the Wisconsin Radio Network, according to Rev. James A. Wagner, O. Praem, president. The new stations are WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville, and WOMT, Manitowoc.

The basic stations of the network, WHBY, Green Bay; KFIZ, Fond du

(Continued on Page 2)

WDZ, One-Station Chain, Opens Its Fifth Studio

Tuscola, Ill.—WDZ, third oldest station in the country, has added a fifth studio to its "one-station chain." Latest outlet is in the Hotel France, Paris, Ill., where regular daily programs are originating. Other studios are in Effingham, Mattoon, Danville and the main studio here. Clair B. Hull is the enterprising manager of the station.

2 Join Blair Sales Staff

Bill Weldon of the WOR sales staff and Dick Buckley of William Rambeau Co. will join John Blair & Co. on Jan. 15. Weldon at one time was with John Blair. Buckley for the past year has been manager of the Rambeau New York office.

Remote Record

Fort Worth—WBAP established a record among southwestern stations last year for number of remote broadcasts. Station averaged more than 55 weekly remotes, for a total of 55,000 miles. Longest hookup was for a football game in Columbus, O. Technical Supervisor R. C. Stinson directed the 3,000 or more remotes in 1937.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Twelfth Installment of a Series)

• MARK ETHRIDGE •



In two of the past year's highly important radio developments — the AFM situation and the NAB reorganization — Mark Ethridge played a prominent and helpful role. Interested in the issues because he's general manager of Louisville Courier-Journal, owners of WHAS, Ethridge gave valuable aid in the musician negotiations as well as in the NAB revamping plan.

* * *

• IRVING REIS •



In the activity of furthering better drama on the air, Irving Reis and his Columbia Workshop productions the past year were well in the lead. Unfortunately for radio, the movies finally enticed playwright-producer-director Reis to Hollywood — which ought to be another lesson to radio to take better care of its talent.

• JOSEPH J. WEED •



The head of Weed & Co., station rep firm, is a specialist in Canadian situations, and during the past year was instrumental in arranging mergers of groups of Dominion outlets under exclusive representation as an aid toward doing away with hit or miss representation under the non-exclusive sales methods.

* * *

• EVAN ROBERTS •



Appointed by Washington as a $1 a year man to carry out his own plan to organize a WPA Federal Theater Radio Division, Evan Roberts made this project one of the most prolific producers of shows in radio, with particular emphasis on shows of artistic as well as entertainment merit. His cultural - educational qualifications resulted in his being made consultant for 20th Century Fund, radio forum created by the late Edward A. Filene.

Further Radio Expansion By N. W. Ayer & Son Inc.

Further expansion of N. W. Ayer & Son Inc. radio activities has resulted in new appointments in the agency's New York unit. H. A. Batten, president, announces that H. L. McClinton has been made director of radio program creation and production, while C. Halstead Cottington becomes director of radio plans, merchandising and station contacts.

Fred P. Fielding, who has been

(Continued on Page 2)

Releasing "Lone Ranger" As Transcription Series

Detroit—Coincident with Republic Pictures' releasing of "The Lone Ranger" movie serial in February, King-Trendle Broadcasting Corp. will market transcriptions of the radio play for Feb. 1 assignments.

Four years ago, when "The Lone Ranger" half-hour dramas were created by King-Trendle's WXYZ, the spectacular growth in popularity of the series indicated possibilities of

(Continued on Page 2)

Noted Educators and Publicists to Guide Activities

Formation by CBS of an Adult Education Board to furnish guidance for a series of educational programs in evening hours definitely reserved for that purpose is announced by William S. Paley, CBS president. Composed of educators and publicists who represent the nation as a whole, the board will meet here Jan. 17-18, at which time a practical decision as to the scope and purpose of adult education over the air "best fitted to meet the needs of a democracy" will be made. The Board and Columbia's own staff will then co-

(Continued on Page 3)

LUCKY STRIKE STARTING FOURTH NETWORK SHOW

Lucky Strike today will start its fourth national network show over 66 NBC-Blue network stations, 8-8:30 p.m. Program will be the "Melody Puzzles" show which has been tested on a two-station MBS network for the past three months. Harry Salter's orchestra has been selected for the new show. Under-

(Continued on Page 3)

Joscelyn is Appointed Eastern Sales Manager

A. E. Joscelyn today assumes the post of eastern sales manager of Radio Sales Division of CBS, succeeding Arthur Hayes, who will devote full time to developing local business on WABC. Joscelyn was recently with the Chicago office of Radio Sales, and before that was western sales manager of Free & Peters.

Ironing Board Survey

Tuscaloa, Ill.—A survey to determine housewives's listening habits while doing the weekly ironing is being conducted by WDZ. Women are asked to write in, stating when they iron, if they listen to the radio then and what programs they prefer. New ironing boards are given weekly for best letters; later an Ironing Board Club will be formed.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Saturday, Jan. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149½	147	149½	+ 2¼
CBS A	20¾	20¾	20¾	+ ⅜
CBS B	20⅜	20⅜	20⅜	+ ½
Crosley Radio	10	9½	9¾	+ ⅛
Gen. Electric	44¾	43	44¼	+ 1½
RCA Common	7	6¾	7	+ ¼
RCA First Pfd	49½	48	49½	+ 1½
Stewart Warner	10⅛	9¾	10⅛	+ ½
Westinghouse	106½	103	106½	+ 3¼
Zenith Radio	15⅝	14¾	15½	+ ⅝

KWNO Opening Date

Winona, Minn.—Opening date of the new KWNO here is definitely set as Jan. 16. Regular schedule begins next Monday.

NEW BUSINESS

WMCA, New York: Procter & Gamble, spots, through Blackett-Sample-Hummert; Danceograph Dance Art, Inc., "Mae Murray and Pedro and His Cubans"; Christian Herald Association, "Dr. Poling's Radio Hour," through Blackett-Sample-Hummert; Barney's Clothes, "You Don't Say"; Hotel St. George, "Dr. Shirley W. Wynne," through George Bijur, Inc.; Rescue Society Co., "Cathedral of the Underworld."

WGTM, Wilson, N. C.; Coca-Cola, "Refreshment Time," ETs; Cities Service; Carolina Sales Corp., "Sons of the Pioneers," ETs.

WHN, New York: Scott Paper Co. (towels), "Ida Bailey Allen Homemakers of the Air program," participation, through J. Walter Thompson Co.; Fox Square Laundry, programs, through Frank Kiernan Advertising Agency.

KSFO, San Francisco: Scott Towels, "Friendly Homemakers," through J. Walter Thompson; M. J. Breitenbach, (Gude's Pepto-Mangan), ETs, through Morse International; American Popcorn Co., announcements, through Coolidge Advertising.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

☆ THE WEEK IN RADIO ☆

. . . License Fee Possibility

By M. H. SHAPIRO

SECRET report to Congress by the FCC carrying with it a proposal for a station license fee is not so bad a proposition as it may seem . . . NAB has already gone on record as being amenable to a reasonable fee . . . it would once and for all take away the stigma of station owners appropriating the "free air" . . . FCC also stated it would look into increasing newspaper ownership of broadcast facilities . . .

Labor front was rather active, with the ARTA reported in a new drive to sign station employes . . . at the same time the American Newspaper Guild, following its recent decision to look the radio field over, called a conference with ARTA officials because of the increasing tieup between radio and newspaper news services and the fact that at least two ANG chapters have signed station employes, all but the technicians . . . AFRA began negotiations by way of a series of conferences on behalf of the actors, meeting with both network and ad agency executives . . .

With the new regime in Hearst Radio, things began to hum, particularly as to new lineup of personnel for the sales subsidiary . . . Neil Barrett, manager of the Hearst outlet KOMA, was made head of the Southwest group, succeeding Elliott Roosevelt now in New York holding the reins. Murray Grabhorn heads the sales org. . . . More stations join CBS, two in California, the end of this week, and one in Pittsfield, Mass., on Feb. 1 . . . NAB will assess dues by income groups instead of the present card rate system, according to Phil Loucks, reorganization committee chairman . . . Code for the popular music publishing industry is now in the hands of the FTC legal department, no special arguments being heard against it at the hearing held early in the week before the FTC . . . $75,000 libel suit against KFJI was dismissed . . . suit came as a result of courtroom murder trial being aired . . .

AFM expects to declare the IRNA Plan of Settlement operative very soon, unless something unforeseen develops . . . meantime Pres. Weber was confined to his home with a severe cold and this may hold up a decision for a few days more . . . Network billings for 1937 averaged 16 per cent ahead of 1936, with the combined totals of NBC, CBS and Mutual reaching the record-breaking sum of approximately $69,200,000 . . .

FTC annual report revealed comparatively few station complaints, there being but 52 investigations against outlets in question . . . majority of the complaints resulted in informal adjustments . . .

COMING and GOING

THEODORE STREIBERT, executive vice-president of WOR, and MRS. STREIBERT sailed aboard the Columbus Saturday for a vacation in Jamaica, West Indies.

SYLVIA CLARK, in New York from Chicago to make some recordings for Alka-Seltzer, goes from here to the Metropolitan Theater, Boston.

NILES TRAMMELL has returned to Chicago after a New York trip on AFM business.

ARTHUR BORAN sailed Saturday on the Munargo for Miami to open Jan. 14 at the Cinema Casino Theater.

GERARD SWOPE, president of General Electric, sailed Saturday for California with MRS. SWOPE.

LILLIAN GORDONI has returned to Chicago from New York, where she spent the holidays with her three sons.

Frank Black Succeeds Bourdon

Frank Black takes over the baton of the NBC "Cities Service Concert" on Feb. 4. Program will also add an 11-voice mixed choir chorus and a quartet. Rosario Bourdon, the present conductor, has been with the show for 10 years.

Baldwin Warns of Forger

Washington Bureau, RADIO DAILY

Washington — James W. Baldwin, NAB managing director, has issued a warning to the membership against an alleged Canadian forger, using the name of Strickland, who is victimizing American stations. He is about 32, wears glasses and has a limp.

Releasing "Lone Ranger" As Transcription Series

(Continued from Page 1)

a nation-wide offering. Dramas becames instantly popular, broke all records for mail response, and shortly thereafter the original sponsor added other stations to the Michigan Network.

Pending release of the transcriptions, the show at present is broadcast three times each Monday, Wednesday and Friday evening to a total of 27 stations, live talent from WXYZ.

Further Radio Expansion By N. W. Ayer & Son Inc.

(Continued from Page 1)

acting manager of the agency's radio activities returns to general advertising service in an executive capacity and will be associated with Edward R. Dunning, manager of the New York office. Prentice Winchell, who has been program director, moves to Philadelphia to work with Gerold M. Lauck, executive v.p., in radio promotion.

Four More Stations Join Wisconsin Web

(Continued from Page 1)

Lac, and WIBU, Poynette, have been operating under the network setup since Sept. 1. The new additions will start operating as part of the network shortly.



ADULT EDUCATION BOARD ORGANIZED BY COLUMBIA

(*Continued from Page* 1)

operate, devoting the first experimental year to perfecting techniques designed to attract the largest possible audiences and to give them what they best can use.

Heading the board as chairman is Lyman Bryson, professor of education at Teachers College, Columbia University, and also a member of the executive committee of the American Ass'n for Adult Education. Other members are: Stringfellow Barr, President of St. John's College; William Benton, vice-president, University of Chicago; Harry Woodburn Chase, chancellor, New York University; Robert I. Gannon, president, Fordham University; Alvin S. Johnson, director of the New School for Social Research; Henry R. Luce, president, Time Inc.; Ruth Bryan Rohde, former U. S. Minister to Denmark; Thomas V. Smith, professor of philosophy, University of Chicago; George Edgar Vincent, former president of the Rockefeller Foundation; William Allen White, editor, Emporia Gazette; Ray Lyman Wilbur, president, Leland Stanford University; Joseph H. Willits, dean of the Wharton School of Finance, University of Pennsylvania.

AGENCIES

S. K. WILSON, creative director, Erwin, Wasey & Co. Ltd., London, for the last two years, has joined the creative staff of Erwin, Wasey in New York. He was formerly copy director of Erickson Co., member of the creative staff of Newell-Emmett and vice-president in charge of copy of Charles Dallas Reach Co.

J. WALTER THOMPSON CO. is handling the account of the Alkalithia Co. (effervescent alkalizer). Test campaigns are being prepared.

JOHN FALKNER ARNDT & CO. INC., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

Bromo-Seltzer Show Titled

The new Bromo-Seltzer show will be entitled "Manhattan After Dark" and the first program will come from the International Casino. Eddie Garr will lead the series. Program takes the place of Sid Skolsky show and is heard on the NBC-Blue web, Wednesdays, 8:30-9 p.m.

BIRTHDAYS



Greetings from Radio Daily

January 10

John Held Jr. **Don Lowe**
Harold Stokes

NEW PROGRAMS—IDEAS

Listen in on Phone Talk

Bill Dye's Information Bureau is a new program on WCKY, Cincinnati. Listeners are invited to write in or telephone questions on any subject and Dye and his two assistants will endeavor to answer them forthwith.

Telephones have been installed in the studio and listeners will be able to hear the studio end of conversations with inquiring persons.

Dye will be assisted by Virginia Golden and John Reynolds, WCKY staff members, in looking up answers where necessary among a mass of information material ranged about the microphone.

Dye has been in radio for six years, conducting programs on a number of stations. He was with WGAR, Cleveland, for three years, and recently had a program on WADC, Akron.

Famous Streets Dramatized

The famous streets of New York town are to be dramatized in a new WPA series called "Streets of New York," and very appropriately broadcast over the Municipal Station, WNYC, starting Friday at 5:30-6 p.m., under the sponsorship of the Department of Sanitation.

The first dramatization will be "Broadway," the high-road to success for many, but a street of broken dreams for others. A cast of players from the New York WPA radio unit will re-enact historical and modern scenes on Broadway, from the days when Governor Peter Stuyvesant stumped up and down the one time cow-patch, to the present days of bright lights, theaters and restaurants.

AFRA Adopts Increase In Its Initiation Fees

Following a meeting of the National Board of the American Federation of Radio Artistes, a resolution was adopted Friday to increase the initiation fees from $10 to $25 where artists earn $10,000 or less per year and from $25 to $50 where earnings are in excess of $10,000 annually. This does not apply to local branches of the AFRA which were organized after Nov. 1. These branches were given a six-month leeway on any increase in fees.

Conference was held Friday between Mrs. Emily Holt, executive secretary, George Heller, assistant secretary and treasurer of the AFRA and President William Paley and Vice-President Edward Klauber of CBS. AFRA reps placed their cards on the table as to demands and proposals. Meeting was a friendly gathering. Negotiations are also on now with NBC and several advertising agencies, a few of whom have already been contacted.

Reilly's Radio Course

Boston—A course in radio training will be given by John E. Reilly, WMEX program director, starting Jan. 20 at the State University Extension. All phases of radio production and station management will be covered in the course, designed for those interested in radio as a career.

Nat Brandwynne to Detroit

Nat Brandwynne, who has just closed at the Hotel Pierre, takes his orchestra to the Hotel Statler, Detroit, opening Jan. 24 for at least four weeks. MCA made the booking.

Esther Silsbee, formerly with Vincent Lopez, has joined the Brandwynne business staff.

Nan Dorland Joins Serial

Nan Dorland has joined the CBS daily "Myrt and Marge" serial, playing the newly created role of Patty Lewis.

Wedding Bells

Evelyne McKibbon, Civics Concert Bureau, was married to George Watkins of Roy Campbell's Royalists, Saturday at the "Little Church Around the Corner."

Lady Esther Drops One Spot

Lady Esther on Jan. 26 will cancel Wednesday night on NBC-Red network period. Tuesday spot will be retained.

LUCKY STRIKE STARTING FOURTH NETWORK SHOW

(*Continued from Page* 1)

stood the MBS program heard on Tuesdays will be continued.

Luckies now has Edwin C. Hill on CBS five days a week, "Your Hit Parade" on CBS, and "Your Hollywood Parade" on NBC-Red network. Lord & Thomas has the account.

Allan Scott at WCAU

Philadelphia — Allan Scott, commentator, returns to the WCAU airlanes next week in a 10:45-11 p.m. spot Tuesday, Thursdays, Saturdays and Sundays.

Bill Watters Writes Song

Bill Watters has written the lyrics for a new song titled "Everything Looks Like a Movie Set", to be published this month by Words & Music Inc. Music is by Howard Steiner.

Broadcasts from Germany

A new series of fortnightly international music programs arranged by the Reichs Rundfunk Gesellschaft will be heard over NBC-Red starting today at 2-2:30 p.m.

WCAE Feeds Mutual

Pittsburgh—WCAE's Stephen Foster program on Thursday at 6 p.m. will be fed to Mutual network.



RADIO'S GREATEST AUDIENCE BUILDER

"THE LONE RANGER"

Transcriptions Ready For
Contracts To Stations and Sponsors

FEBRUARY FIFTEENTH—3 HALF HOURS WEEKLY

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women.

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representatives*

GUEST-ING

HARPO MARX and SID SILVERS, on "30 Minutes in Hollywood," Jan. 16 (MBS, 6:30 p.m.).

BOB HOPE, third consecutive appearance on "Your Hollywood Parade," Jan. 12 (CBS, 10 p.m.).

RICHARD BARTHELMESS, on Kate Smith program, Jan. 13 (CBS, 8 p.m.).

SOPHIE TUCKER, ROBERT TAYLOR, EDNA MAY OLIVER, FRANK MORGAN and others, on "Good News of 1938," Jan. 13 (NBC-Red, 9 p.m.).

ROSE BAMPTON and MISCHA AUER, on "Kraft Music Hall," Jan. 20 (NBC-Red, 10 p.m.)

JUNE KNIGHT, RALPH BELLAMY and JESSIE RALPH, on Rudy Vallee program, Jan. 13 (NBC-Red, 8 p.m.)

VILMA EBSEN, on Bide Dudley program, Jan. 14 (WOR-Mutual, 12:15 p.m.)

ETHEL MERMAN, on Radie Harris program, Jan. 12 (WOR-Mutual, 6:45 p.m.)

CBS Assigns Writers On Original Radio Opera

Vittorio Giannini, young American composer, and Robert A. Simon, author, critic and librettist, have been commissioned by CBS to collaborate on a radio opera. Their work will be precisely 29 minutes and 30 second long in order to insure a practical production which can be given in a half hour broadcast. The new radio opera will be performed at an evening concert broadcast some time during the coming summer season.

Iowa Network

"Tall Corn Time," hillbilly show emceed by Ramy Daly, with Betty Jean and Freddy, The Northwesterners, Tommy Tomson, Hibbard Cleveland, Eileen Grennel, Buck Rash, and others, went coast-to-coast on Mutual last Saturday morning.

Clarence Talbot, former announcer at KOL, Seattle, has joined KSO, Des Moines.

Gene Shuman's daily "Sports Slants" on KSO has acquired a sponsor.

Beverly Deane Resigns

Beverly Deane, publicity manager of WHK and WCLE, Cleveland, has resigned. His future plans have not been announced.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.



PETTY CASH VOUCHER

Week ending Jan. 7th.

● ● ● **Saturday....Spending New Year's Eve and Day in Philly with Mickey Alpert and Ben (WCAU) Alley; we meet more New Yorkers. Ray Heatherton, Wynn Murray, Mitzi Green, Grace MacDonald, Doc Bender, etc. Larry Hart is in town throwing a party, so are Block & Sully, Sylvia Froos, Val Irving and so many others. Just because we come, the internationally famous Mummers parade is called off because of rain—the first time in its existence.**

● ● ● *Sunday....Back in town we attend Leon & Eddie's party for Arthur Schwartz. Then to the Famous Door, where Mischa Auer is being amused by Louis Prima and Teddy Powell is trying to explain that Mirror story to Judy Starr....A special delivery letter arrives from Arthur A. Guild, director of Virginia's Richmond Community Fund in which he thanks WRVA, WRTD, WRNL and WMBG for airing educational programs regarding the social conditions during the Fund's campaign.*

● ● ● **Monday....Bob Bradley, young tenor at KLZ, Denver, breaks down and tells that he entered radio on a "dare" made by a group of friends. He visited a Chi theater in 1935 where an amateur contest was being conducted—and was "dared" to go on for a song. P.S. He won.**

● ● ● *Tuesday....Lunch with Kelvin Keech and John Kuneau ....With Ralph Wonders to the Hollywood, where we thrill to the "Street Singer's" (Arthur Tracy) signature of "Marta"—and eight encores....KQV, Pittsburgh, sets up a local "first" when it airs the mayor, president of the city council and chairman of the county commissioners all on one show, during the weekly "Your Government" program.*

● ● ● **Wednesday....Murray Baker takes us to the Rainbow Grill for Bert Block's opening. Bert turns white with fright when he introduces the show—but his music's fine....Later with Jack Robbins and Ray Sinatra to Isham Jones' at the Lincoln, where Abe Olman is talking music and Isham is listening to femme vocalists—he's still looking....Robbins takes our tip on Teddy Powell's new song, "Along About Sundown"—but claims the title's too long—so he cuts off the "A" of "Along"....Hear that Jack's son, "Brother" took our story about him and Richard Himber to Benny Goodman and told Benny he wants to lead the band or else he'll feud. Goodman says oke—so no feud—the kid's 11....Around midnite our trio encounter Henny Youngman and we attend the Hollywood for another bit of the "Street Singer."**

● ● ● *Thursday....Dinner with Zeke Manners....Later to say farewell to Rudy Vallee, who says "Scoops, you're not 'old' at all".... Over to Tommy Dorsey where he talks with Arthur "Pinky" Michaurdo and Glenn Millar....Into Toots Shorr's Tavern, where J. C. Flippen is thinking of a gag for us—but we leave in time to make the preview of "Snow White"—a classic....Everybody turned out for this: Vallee, Fred Waring, Joe Rines, Ralph Wonders, Martin Block, etc.—it was "for free"....In Reuben's Eddie Cantor's Ida is bedecked in ermine and jewels, as is her young married offspring.*

● ● ● **Friday....Buzz Davis, sportscaster of WDAS, Philly, is convinced that his is the filthiest job in the world—because he aired a wrestling tilt which took place in 11 tons of MUD—and most of it gets on him while describing the meet.**

TOTAL EXPENSE: As a N. Y.'s resolution we promised to be honest—so it didn't cost us a cent!

PUBLISHER'S REMARKS: That's what you think! It'll cost you the price of the hospital bill for the AUDITOR—who passed out on your honesty!

Network Shows Ahead

MONDAY, JAN. 10

Bristol-Myers (Vitalis), "For Men Only," revived and switched to NBC-Red, weekly, 10:30-11 p.m.

American Tobacco Co. (Lucky Strikes), "Melody Puzzles," NBC-Blue, 8-8:30 p.m.

TUESDAY, JAN. 11

Colgate-Palmolive-Peet (shaving cream), Dale Carnegie, NBC-Red, 10:45-11 p.m.

WEDNESDAY, JAN. 12

U. S. Rubber Co., Ben Bernie, CBS, weekly, 9:30-10 p.m.

Bromo-Seltzer, "Manhattan After Dark," NBC-Blue, 8:30-9 p.m.

SUNDAY, JAN. 16

J. W. Marrow Mfg. Co., Henry Busse. NBC-Red, weekly, 1:15-1:30 p.m.

MONDAY, JAN. 17

Colgate - Palmolive - Peet (Colgate Tooth Powder), CBS, Monday through Friday, 5:45-6 p.m.

TUESDAY, JAN. 18

Larus & Bro. (Edgeworth tobacco), "Alias Jimmy Valentine," NBC-Blue, weekly, 9:30-10 p.m.

MONDAY, JAN. 24

Barbasol Co., Arthur Godfrey musical program, CBS, Monday and Friday, 7:15-7:30 p.m.

MONDAY, JAN. 31

Borden Co., Gabriel Heatter, NBC-Red, Mon. through Fri., 4:30-4:45 p.m.

TUESDAY, FEB. 8

General Shoe Co., "Famous Fortunes," Mutual, weekly, 6:45-7 p.m.

Stuart Haydon Forms Own Producing Agency

Chicago—Stuart Haydon, formerly news editor of VanCronkhite Associates, has formed Associated Radio Productions at 540 North Michigan Ave. He will shortly announce a list of free-lance talent.

WCOA Scoops and Breaks

Pensacola—WCOA recently scooped even the sheriff's office in broadcasting the report of a $400 robbery of a beer truck driver before it had been reported to law enforcement officers. Robbery occurred about 90 miles from here and the driver made his report to the district manager of his company before calling police. The district manager happened to be in WCOA's studios at the time.

WCOA got another break when fire broke out across the street from studios. Station was broadcasting a description before the alarm was in.

LEE GRANT
AND HIS ORCHESTRA
★★★★★★
SIX-STAR REVIEW
MUSIC AS YOU LIKE IT
DAILY WMCA 2:30-5:30

ORCHESTRAS MUSIC

HEINIE and His Grenadiers, ace feature of WTMJ, Milwaukee, again are set to invade the Chicago district. Appearances of the band have been scheduled at Pilsen Park, Chicago; Melody Mill Ballroom, North Riverside, and the city auditorium, Michigan City, Ind. On their recent visit to the Chicago area, they played to capacity at Olympic ballroom, Cicero.

Jimmy Grier and His Orchestra, featured on the Joe Penner show, seceded from MCA and signed with Rockwell-O'Keefe Inc. Ditto Noble Sissle and His Orchestra. Louis Panica, popular Chicago maestro, also recently signed with Rockwell-O'Keefe.

Bob Chester and His Orchestra booked into the Detroit Athletic Club, Detroit, Jan. 14, through Rockwell-O'Keefe.

Irma Serra, vocalist at WSPR, Springfield, Mass., recently introduced "It's As Old As The Hills," by Thomas Blanchard. Lee Authier was at the piano.

George Duffy's orchestra from Tulsa, Okla., is in the Texas Hotel "Den" in Fort Worth for an engagement. Band airs daily over KTAT.

George Olsen, who has a WABC wire from La Conga, plans to experiment with new types of rhythm for radio audiences and may even send out questionnaires asking listeners' opinions of each new type of melody.

Jack Jenney, swingster and trombone virtuoso, will make his debut on phonograph records, as a leader, on Jan. 14. Jenney, who has been rehearsing his band for several weeks, promises to introduce several new names to swingland including a new trumpet discovery, "Red" Solomon and tenor man Arthur Dollinger.

The four-week vaudeville tour, to begin next month, which Carl Hoff will make with Al Pearce holds no terror for the batoneer, who made a series of one night stands from coast to coast with the "Watch The Fun Go By" cast late last summer. Hoff's music will be heard with Pearce on the regular broadcasts during that time from whatever city in which they may be appearing.

Victor Arden, director of the Chevrolet "Musical Moments," can play 12 different instruments.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

WOW's Unusual Program Entry

Omaha—From Bill Wiseman of WOW comes this entry in the 1938 unusual program ideas and showman competitions:

WOW's news editor Foster May, conceived the idea of describing a childbirth at the stroke of 12 on New Year's Eve. Most listeners described his handling of delicate subject matter as tactful. May, in sotto voce, begowned in white and wearing a germ-proof mask, told every detail.

"We are broadcasting from stork headquarters where a new life is about to begin, just as the year of 1938 also arrives," he said.

For two minutes listeners heard only the mother's moans and the murmur of doctors and nurses, interspersed with clicks of surgical instruments, etc. Then Foster continued as follows:

"The stork is very near. We can almost hear his wings flapping."

Next came an almost unbelievable tension and suspense. The next sound was the doctor slapping the new-born babe in the customary spot. Then another moment of silence and then: "Whaaaaa. . . ."

Then Foster almost shouted: "Happy New Year! It's a boy."

Childbirth description was part of 30 minute show, recorded two days in advance and put on at 11:45 p.m. to 12:15 a.m., Jan. 1.

On same record Foster took listeners to Union Stock Yards, telephone company's main switch board, and to "alimony row" in County Jail. Usual racket and stroke-of-12 whoopie from hotels was completely ignored.

OKLAHOMA

Ross Porter, KGFF manager and president of Oklahoma Network, back at station in Shawnee from honeymoon trip to Pennsylvania and West Virginia.

Bernard A. Tullius, formerly on WKY engineering staff, now staff engineer at KTOK, Oklahoma City.

KTUL in Tulsa has started a program, "What's Wrong With Radio," in which listeners give their squawks against overdone commercials, too much catering to studio audiences, excess of serials, etc.

Earl Bachman Dead

Earl Bachman, 51, who recently became station representative here for WIND, Gary, Ind., died suddenly last week of a heart condition aggravated by pleurisy. He is survived by his widow and married son. Before representing WIND, Bachman was with Gene Furgason & Co.

J. Herbert Angell Leads Ork

Pittsburgh—J. Herbert Angell, senior announcer of KQV, will present his own musical aggregation when he takes up the baton with Lee Haydn's orchestra. The featured vocalists with Angell's band will be Betty Smiley, formerly heard over NBC, and Bob Roberts, well known radio vocalist. The inaugural program will be broadcast over KQV at 2:45-3 p.m. and next Sunday.

Women's Radio Tastes

In a radio forum last week by the Contemporary Club, White Plains women's organization, the favorite radio programs were voted as follows: Kate Smith, Ford Sunday Evening Hour, Lux Radio Theater, Lowell Thomas, Gabriel Heatter, Jack Benny, Bing Crosby, Rudy Vallee, General Motors Concerts, Dorothy Thompson, Horace Heidt, Toscanini concerts.

Colonial Radio Cuts Capital

Albany — Colonial Radio Corp., Buffalo, has changed its capital from $1,540,000 to $1,112,400, represented by 6,804 shares of $100 value and 4,320,000 shares at $1.

SPRINGFIELD, MASS.

Norah E. Adamson has charge of the new "Children's Hour" sponsored by A. V. Rivest Oil Co., Saturdays over WSPR.

Don Barhydl, manager of Loew's Court Square Theater, Springfield, is telling the "Story of the Movies" over WSPR.

This country is "air free" in regard to radio broadcasts, Edward J. Samuel, commercial manager of WMAS, told members of Springfield Exchange Club, speaking on "Radio, Past and Present."

Extending its program in the field of radio education, Massachusetts State College has introduced a new series of programs "The Novel As An Art Form." The series are broadcast over WSPR, Wednesdays.

WIS Newscast on State Web

Columbia, S. C. — John Cauthen, newspaperman and commentator who began a daily 15-minute review of South Carolina news over WIS on Dec. 20, is now being heard once a week on a statewide hook-up. His Wednesday broadcast is being carried for four weeks by WCSC in Charleston, WAIM in Anderson, WFBC in Greenville and WSPA in Spartanburg.

His broadcasts, which originate in the WIS studios, are carried regularly each Monday, Wednesday and Friday by WCSC in Charleston.

New Universal Script Service

Universal Radio Programs is releasing a new script service called The Five Minute Library, consisting of five 5-minute shows covering sports, oddities, racket exposes, thrills and one show with feminine appeal. Stations and agencies are offered any one of the scripts singly, or the entire Five Minute Library as a package.

The PERFECT MARKET'S LOUDSPEAKER WOKO ALBANY, N.Y.
Newly Equipped for Super Power

PROGRAM REVIEWS

"Amos 'n' Andy"

A new sponsor—it's Campbell Soup now—has brought about no change in the 'Amos 'n' Andy" presentation, still in that 7 p.m. spot on NBC-Red. The program keeps rolling along in its familiar, amiable and highly entertaining format, and that is just the way its many followers want it.

But on last Friday night's "Hollywood Hotel" show over CBS, Freeman Gosden and Charles Correll, appearing as guests, let their hair down and gave a most interesting picture of how they met, formed their team, broke into radio and rose to the top. It was a swell bit of biographical entertainment.

"Let's Play Games"

Jane Martin continues to make this Friday evening quarter-hour via WOR a lively and amusing show. With five random-picked participants, the routine runs from reciting tongue-twisters to answering stickler questions, all done in a relaxed, informal style that is conducive to fun both in the studio and to the listeners.

"The Goldbergs"

Now heard on three different stations in New York, five times a week, Gertrude Berg's "The Goldbergs" holds securely to its position as just about the best human interest program on the air. As far as entertainment value goes, the transcriptions broadcast over WOR and WHN are no less satisfying than the live show over CBS.

"Tall Corn Time"

Caught Saturday at 11 a.m. over WOR-Mutual, this hillbilly musical show from KSO in Des Moines has a welcome corn-country flavor. It's the type of colorful regional entertainment that ought to go over the national networks more often to break up the monotony of citified variety programs and dance bands.

WTOL to Make Debut in Feb.

Toledo—Work on WTOL studios in the Bell Building is progressing rapidly, and Community Broadcasting Co., headed by Frazier Reams, expects to have station on the air about Feb. 1.

A BIG-TIME SHOW AT LOW COST



DAREDEVILS OF HOLLYWOOD

A striking new thriller, dramatizing experiences of Hollywood stunt men. A copyrighted transcription show, ideal for once-a-week broadcast. 26 quarter-hour episodes available at a cost local advertiser can afford. Write *now* for details.



RADIO PROGRAMS DIVISION
Walter Biddick Co.
1151 S. Broadway, Los Angeles



CY NATHAN, from the New York office of Lord & Thomas, arrived in town to work on scripts for "Your Hollywood Parade." Nathan will remain on the staff of Tom McAvity, producer, for a month or more before returning to the home office. At the same time, Don Becker of Transamerican, who has had supervision of film script adaptations supplied by the Warner staff, returns to his TB&T executive post in New York, with Bob Taplinger, recently-appointed studio publicity head, given the Becker supervisory post on the lot, in addition to being Warner contact with the L.&T. office, relieving George Bilson of this assignment.

At a meeting of the AFRA executive board, an increase in initiation fees to $25 was voted, effective Feb. 1, with approval of the national board in New York requested to extend until Jan. 31 the deadline set for members of the Senior and Junior Screen Actors Guild to come into the fold. If the extension is granted, SAG members will still be able to join AFRA without initiation fee and on a basis fixing annual dues at half of the amount paid by the member in his or her parent branch of the Guild. Membership as of last week was announced at 885, and Norman Field, executive secretary, predicts 100 per cent sign-up following announcements of successful completion of AFRA negotiations with the networks in New York.

Sunset Oil inaugurated a new series of "Curtain Calls" over KFWB with Sunday's "Curtain Call to Broadway" from the El Capitan Theater. Cliff Nazarro continues as emcee, and Leon Leonardi supplies the music. Pacific Market Builders is the agency handling the oil account.

Donald Henderson Clarke will contribute the scripts for the second series of S. & W.'s "I Want a Divorce," heard twice weekly on the NBC Coast Red from San Francisco. Scripters supplied material for the initial series, but Clarke will solo on the second edition. Hawks-Volck set the deal.

"We, the People" discontinues the CBS re-broadcast for Coast listeners after this week, so its followers will have to catch it at 4:30 instead of 7:30 as formerly.

"Calling All Cars," KHJ stand-by for Rio Grande Oil for a period of four years, goes mute, with the KNX Tuesday night edition reported going the same way in a few weeks. Sponsor may return program to KHJ later, it is reported, but plans another format entirely for KNX.

Connie Boswell will be George Jay's first guest star when the interviewer moves his series to KFWB and the California Radio System today at 3:30 p.m. Program will be titled "Hollywood Matinee" and will air five days a week. Betty Grable and Bob Hope will guest Wednesday and Friday, respectively.

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Pulitzer Publishing Co., St. Louis. CP for new facsimile broadcast experimental station. 31600, 35600, 38600, 41000 kc., 100 watts.

SET FOR HEARING

WLAP, Lexington, Ky. CP to move transmitter locally, increase power to 1 KW. and change frequency to 1270 kc.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, unlimited.

WROK, Rockford, Ill. Mod. of license to change power at night to 1KW.

WBCM, Bay City, Mich. Mod. of license to increase night power to 1 KW.

HEARINGS SCHEDULED

Mar. 7: KRMC, Jamestown, N. D. CP to change frequency, hours of operation and increase power to 900 kc., 500 watts, 1 KW. LS. unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Mar. 14: Garden Island Publishing Co. Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Mar. 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Burl Vance Hendrick, Salisbury, N. C. CP for new station. 1340 kc., 1 KW., daytime, be granted.

KSLM, Salem, Ore. CP to change frequency and increase power to 1360 kc., 500 watts. Unlimited, be granted.

WELI, New Haven. CP to change frequency and hours of operation and increase power to 930 kc., 250 watts, 500 watts LS., unlimited, be granted.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime, be denied.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be dismissed.

Petersburg Newspaper Corp., Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

John Stewart Bryan, Petersburg. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be denied.

HEARINGS SCHEDULED

Jan. 10: Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime.

Carl Latenser, Atchison, Kan. CP for new station. 1420 kc., 100 watts, daytime.

Jan. 11: J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime.

Colonial Broadcasting Corp., Norfolk. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Jan. 14: Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited. KOVC, Valley City, N. D. Auth. to transfer control of corp. to H. G. Harrington, Milton Holiday, J. P. Katz, Lloyd H. Lee, M. E. McCarthy, Selma Manoles, C. J. Meredith, Karl Olson, E. J. Pegg, O. S. Peterson, B. R. Pfusch, John Piller, J. J. Schmitz, Herman Stern and R. Giselius.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1370 kc., 100 watts, unlimited.

Branham Representing West Virginia Network

Clarksburg, W. Va. — Appointment of the Branham Co. as national representatives of the West Virginia Network, as well as the individual stations including WCHS, the CBS outlet in Charleston, WPAR, the CBS station in Parkersburg, and WBLK here, is announced by John A. Kennedy, president and general manager of Charleston Broadcasting Co.

Canadian Marconi Makes Three New Appointments

Montreal—Appointment of M. M. Elliott as general sales manager, R. W. Deane as assistant sales manager and J. V. Argyle as manager of inland communications is announced by R. M. Brophy, general manager of Canadian Marconi Co.

KFXJ Prepares to Mark Its Seventh Anniversary

Grand Junction, Colo. — KFXJ is preparing to celebrate its seventh anniversary Jan. 23. The anniversary program arranged by Manager Rex Howell will feature hundreds of artists from western Colorado and eastern Utah communities.

Howell recently played Uncle Rex in the children's Christmas broadcast, during which he accumulated a flock of "nieces" and "nephews".

"True or False" From Chi

The Mutual "True or False" show will be aired from Chicago on Jan. 31.

Hazel Westerlund Laid Up

Hazel Westerlund, CBS station relations, is on the sick list, a victim of the grip.

☆ PROMOTION ☆

Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

Buy Time for Schools

Local stationery and office-supply store in Grand Junction, Col., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.



JUNE MEREDITH, who formerly headlined with Don Ameche on "First Nighter," has been named to replace Betty Caine in Princess Pat's "A Tale of Today" on NBC. Ethel Owen and Bob Jellison are replacements in supporting roles.

Fact that Don Quinn, who authors "Fibber McGee," has hired architect to build house for him in Hollywood, gives further credence to report McGee show will move to Hollywood when Molly (Marion Jordan) regains health.

Howard Blake, who used to work with Fred Allen, has been imported to help doctor up the Wrigley "Double Everything" scripts.

Campana's "First Nighter" has an unusual situation now that Joe Ainley is production director. Show stars his wife, Betty Lou Gerson.

Drake Hotel threw a press party for Dorothy Lamour and Herbie Kay at its International Club Thursday evening.

Eddy Duchin is to do a one nighter at the Aragon Ballroom Jan. 29.

William H. Benton, vice president of the University of Chicago in charge of public relations, plans to engage a young assistant to handle radio promotion.

Driskill Wolfe, WAAF tenor, is on his annual vacation.

H.S.G. Acquires Series

H.S.G. Advertising Agency has acquired from Wessel Co. of Chicago the entire rights to a funeral service for radio titled "Beauty That Endures." Series consists of 52 quarter-hour programs of symphonic music and lyrical poetry. Palmer Clark directs the orchestra, with Charles Sears as vocalist.

2 More Shows for Zerbe

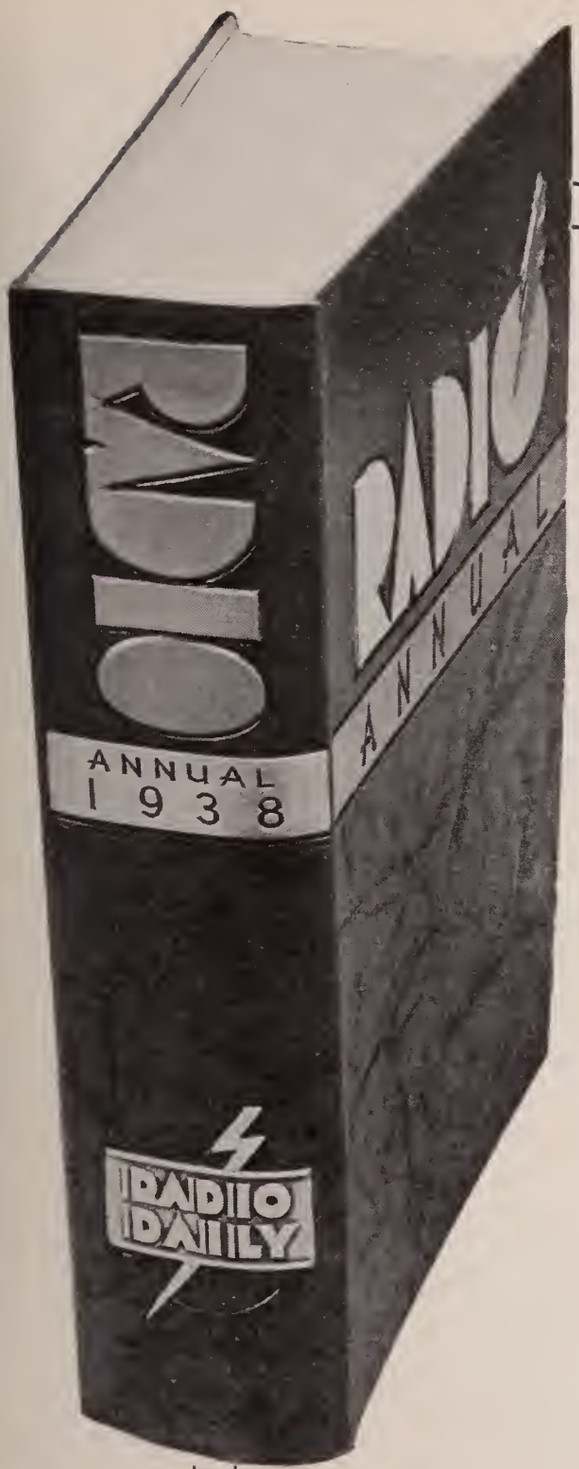
Lawson Zerbe, talented young radio actor, will appear in two additional dramatic programs starting this week. Zerbe will portray leading roles on NBC's Dale Carnegie show, which is directed by Eddie Dunham, and on the "Road of Life" series which is aired by both NBC and CBS.

WHBQ Wrestling Series

Memphis—For the seventh consecutive year, Bob Alburty of WHBQ is airing fall-by-fall and groan-by-groan descriptions of wrestling matches from Ellis Auditorium. Weldon Roy, technician, and Ned Cronk, sports mikester, assist him, with Coca Cola as sponsor.

Edwina Eustis Wins Award

Edwina Eustis, New York contralto, was announced as the winner of the $1,000 Grand Award in the first "Rising Musical Star" series in the broadcast over NBC-Red network last night.



The Exploitation Digest of tried and proven EXPLOITATION IDEAS alone will be worth the price of admission to

The 1938 RADIO ANNUAL

Covering Radio Completely

. . . 1,000 pages . . . Cloth Bound for permanent reference . . . Complimentary to Radio Daily subscribers . . . Ready for distribution next month . . . An annual informative and statistical guide that no executive in radio can afford to be without. . . .

Radio Daily Service as Usual

First Forms Going To Press Shortly
Hurry for Advertising Space
Year 'round advertising value at a one time rate.

MIAMI

Betty Lee Taylor has started a new hour known as "The Taylor Shop", an all-request program on the organ.

"The Time, the News, the Music" is a WIOD offering each morning at 7-8.

WKAT is offering "I Want a Job" three times weekly.

George Christie, former WIOD announcer, is conducting an amateur show over WKAT three times weekly.

The Kentucky Clocker is giving race track dope on WIO daily.

WOKO-WABY, Albany

Mrs. Jennie Parkinson, home economist, will be heard over WABY twice weekly.

WOKO has signed Eleanor Chatham to present two new series, "This Women's World" and "Charm Circle."

Dr. Albert Edmund Brown, baritone and until recently Dean of Music at Ithaca College. is being heard over WABY on Monday nights.

In the absence of Harold E. Smith, g.m. of WOKO and WABY, Duell Richardson, asst. g.m., and Snedden Weir, studio manager, are carrying the ball.

WGTM, Wilson, N. C.

Allen Wannamaker, commercial manager, spent a holiday vacation at home in St. Matthews, S. C., his first visit in four years. On his return, Jimmie Riser, newscaster and sports announcer, went to Hagerstown, Md. to relax for a few days.

Manager H. W. Wilson has been visiting his home in Detroit, first time in five years, while Chief Engineer Ben Farmer recently visited the old homestead in Rome, Ga.

Bill Steadman, young but capable p.d., takes the big leap in a few days.

WTAX, Springfield, Ill.

Irving Pozman is a recent addition to the staff as continuity writer and announcer. He was recently with WTMV, East St. Louis, and KMOX. St. Louis.

Baldwin (Doc) Harper, veteran announcer, is the dean of Springfield broadcasters.

And speaking of sportscasters, Don Hill is the station's ace.

ONE MINUTE INTERVIEW

BEATRICE KAY

"Radio presents the greatest task of any entertainment media for the artist to express himself in legible manner. With the stage and screen, there are always additional aids to putting a line across, such as hands or facial grimaces. But the spoken line on the air must be expressive and explicit without any artificial aids. I think that this radio training is the one thing that is giving more and more opportunity to artists who, following it, enter other fields. On the air they are good, but backed with other aids, many of them become terrific."

☆ Coast-to-Coast ☆

JOHN C. McCLOY, program director of WROK, Rockford, Ill., is passing out cigars. It's a girl, born last week at Rockford Hospital, and mother and daughter are doing fine.

Down from the Salmon River Mountains over 200 miles away came U. S. Forest Service Look-Out Jack Martin to tell KIDO in Boise how he plugs in the Forest Service telephone system to his radio receiver so that the other seven look-outs (miles away and without radio sets) can enjoy KIDO-NBC programs through their telephone ear-phones.

Musical mirth and melodic fantasy were offered by a galaxy of juvenile performers when "Dr. Bronston's Radio Varieties" got under way as a weekly half-hour program over WRTD at 8 p.m. last Friday. Dr. Walter P. Bronston, noted for his "Museum of Elephants" in Richmond, directs the show and is emcee. Other features include a weekly puzzle, with a grand prize at the end of eight weeks. Among the youthful stars are Mary Alice Friel, Evelyn Belcher, Gracie Snellinger, Jack Tyler, Inda Hodges, Kathleen Trainum, Hilda Farid, Billy Pierce, Doris Trainum, Mevolyn Brown, "Fuzzy" Atwater, The Atwater Sisters, Carlyn Wharton, Maxine Wharton, Josephine Barringer, Ally Bahen, Herbert Mills, Geraldine Capps, Nadine Starkey, Elizabeth Ricker and Marvin Janus.

With fitting pomp and ceremony, the boys at KLZ in Denver got together last week and presented Arthur Wuth, program director and "Judge" of Boners Court, weekly program which fines the announcers brought to trial for errors detected by listeners, with a New Year gift—a cash register for use in Boners' Court.

To acquaint the public with the operation of Oregon's state unemployment compensation commission, KALE in Portland is presenting a series of interviews with state officials. Questions likely to be puzzling many citizens are answered in detail.

Lyn Murray's orchestra and songstress Ruth Carhart go off their Tuesday night CBS series next week, but they will continue to be heard together thrice weekly via that network.

Ed Smalle is experimenting with one of his choral groups on a new idea which he calls "Songs Without Words." The voices in this chorus will simulate various musical instruments.

McCosker - Hershfield Cardiac Foundation, of which Alfred J. McCosker and Harry Hershfield are co-chairmen, holds its monthly meeting Wednesday at 8:30 p.m. in the Waldorf-Astoria.

"The Building of the Erie Canal" is being offered tomorrow night in the "Adventures That Made America" series, which has resumed over WSM, Nashville.

The Four Inkspots return to NBC tomorrow with two sustaining shots weekly.

Rose Marie heads the bill at the Shubert Theater, Newark, the week of Jan. 14.

Beatrice Lillie will be commentator at the Benny Goodman swing concert in Carnegie Hall next Sunday night.

Arthur Godfrey's 8 a.m. show on WABC moves to 9 a.m. tomorrow.

WLBC, Muncie, Ind.

Al Lee, newcomer to radio, of Indianapolis, has joined the announcing staff.

Maurice Crain, chief engineer, and Henry "Hanks" Marks, announcer, on the sick list.

Ottis Roush, chief announcer, and Donald Burton, owner, will handle the Kalamazoo remote of the Ball State Cardinals.

Heavy studio audiences which results in SRO daily is found on The Old Rangers broadcasts.

Jimmy Fidler, the weatherman, busy installing weather instruments at studios.

Earl Kirk, singing auditor, receiving praises for his rendition of "Eili. Eili."

Oppose Sunday Commercials

Montreal—Commercial broadcasts on Sundays by Canadian Broadcasting Corp. are sternly opposed by Toronto Presbytery of the Presbyterian Church in Canada in a report by a special committee.

WTMJ, Milwaukee

Anson Weeks and his band have returned to Hotel Schroeder, with twice daily broadcasts over WTMJ.

Mildred Cable, soprano protege of Marcella Sembrich, who made a hit on "New Voices of 1938" recently, sang her way into a regular engagement on the station.

On becoming a grandpa, Andy Fuehrman, station librarian, was so excited he almost spilled the cigars.

George Comte's "Down a Country Road" is back, with poetry by George, songs by Carla Pestalozzi, Edwin Pfister and Allen Timm and music by Blue Room Ensemble under the direction of Maurice Kipen.

Television Designer

NBC has the first director of television scenic design at work in the RCA Bldg. His name is Michael Weightman-Smith, formerly in the theater and movies.

PITTSBURGH

KDKA's welcome to Maurice Spitalny, new musical director, will be held in the Stanley Theater on Thursday. Admission by invitation only.

Earl Truxell, musical director at WCAE, developed a sore right arm playing handball, so there's a southpaw waving the baton these days.

Dick Liebert auditioned Freda Lazier, local singer, and may take her with his band.

Jean Hoff, imported from Aimee Semple McPherson's Temple at Los Angeles, is clicking at KDKA and may be fed to the network shortly.

KQV preparing to go on the air with its new power late this month.

Bob Thompson Jr. of WJAS staff is home from vacation in Florida.

WWSW's Frank Smith Jr. seems to have landed the Pitt Cathedral of Learning for a series of broadcasts. The Cathedral has never been on the air, although Pitt in early days of broadcasting had a special campus studio for KDKA.

Dr. Jack Munyon is back at his WWSW post after trip to Los Angeles. Dr. Munyon has the oldest sustaining feature in Pittsburgh, "Lest We Forget," religious program.

Baby boy for the Walter Sickles, program manager of WWSW, has been named Walter E. Sickles Jr.

WDAS, Philadelphia

Nathan Fleischer, director of Jewish programs, is rounding out his first year of newscasting for Sears-Roebuck. Nightly program has built up quite a following.

Station has seven announcers whose only job is to handle dance bands late in the evening. Manager Pat Stanton is inaugurating a course for the septet to make for uniformity in their style, diction, etc.

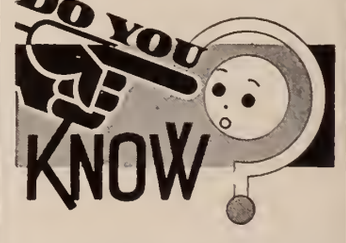
WMBH, Joplin, Mo.

Station's "Pet Lovers" program has been acquired for sponsorship by Silver King Dog Food. It's a five-minute daily feature which has been aired for several years.

Tidewater Oil Co. has renewed its contract for 10 spot announcements daily, at newscast time.

Ulm Joins WSAL Sales Staff

Salisbury, Md.—Raymond W. Ulm, with Philco for 10 years, has joined sales staff of WSAL, new local station managed by J. Roy McLennan.



Program matter on New Zealand stations must be approved by the government before transmission.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 7 NEW YORK, N. Y., TUESDAY, JANUARY 11, 1938 FIVE CENTS

IRNA-AFM Plan Effective Jan. 17

ANTI-FREELANCING RULE EFFECTIVE IN 5 WEEKS

Referendum of Local 802 (AFM) recently passed to curtail one-man job trusts, which result in desirable soloists and other first-rate musicians jumping from one radio commercial to another, will put the new ruling into effect in approximately five weeks. This was decided yesterday afternoon at a general membership meeting of 802 attended by nearly 3,000 members. Arguments were many and spirited, with many name band leaders also present. The rule, however, does not concern estab-

(Continued on Page 5)

Libby-McNeil Program On WLW Line Jan. 24

Cincinnati — "That's My Story" sponsored by Libby, McNeil & Libby starts Jan. 24 over WLW Line, including WLW, WFIL and WHN. Show will air Monday, Wednesday and Friday, 6:15-6:30 p.m., for 52 weeks. Agency is J. Walter Thompson, Chicago.

Merwyn Love Appointed KOAM Program Director

Pittsburg, Kan. — Merwyn Love has been appointed program director of KOAM, NBC affiliate. He formerly was in charge of the continuity department. Ed Cunniff is manager of the station.

Old Gold Renews

West Coast Bureau, RADIO DAILY

Los Angeles—Old Gold cigarets has renewed George McCall for another 13 weeks of his twice-weekly airings on CBS. Dolan & Doane represented McCall. Lennen & Mitchell has the Old Gold account.

Radios for Bananas

Guatemala City—Due to scarcity of currency in Guatemala, Ubico & Co., Philco distributors in this country, have started selling Philco radios in exchange for bananas. A flexible valuation of so much per bunch of bananas is employed as the unit of exchange. Business is reported flourishing beyond expectations.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Thirteenth Installment of a Series)

• JOHN V. L. HOGAN •



A leading proponent of quality and cultural programs, John V. L. Hogan, owner and operator of WQXR in New York, made considerable progress the past year in building up a steady following of class listeners. Success of his policies has aroused discussion in the future possibility of different stations going in for specialized forms of broadcasting.

* * *

• JAMES D. SHOUSE •



Giving up the general managership of KMOX, the CBS outlet in St. Louis, James D. Shouse moved up to Cincinnati, where he is now known as vice-president of Crosley Radio Corp. in charge of broadcasting activities. As such, he is g.m. of WLW and WSAI, with Robert G. Jennings as assistant g.m. and general sales manager.

• POWEL CROSLEY JR. •



There was a bit of excitement in the 1937 radio life of Powel Crosley Jr. First, the Washington fuss over WLW's 500,000 watts; then when Crosley signed Charles Michelson, Democratic party publicist, as public relations man; creation of WLW, naming Transamerican as rep, change in g.m. for Crosley Corp. and a few other items.

* * *

• GEORGE ENGLES •



The artists service division of NBC had to keep on its toes throughout 1937 more than ever before, what with dearth of talent, keen competition for names, continual clamor for new finds, and what not. On top of it all—or probably as a result of the strain—George Engles, v.p. in charge of this service, wound up in a hospital for an operation.

KFYR's 704-Ft. Tower Being Dedicated Thursday

Bismarck, N. D.—A one-hour gala show is being prepared for Thursday by Manager F. E. Fitzsimonds of KFYR to dedicate the station's new 704-foot vertical radiator, second highest of its type in the industry. Governor William Langer of North Dakota, Mayor Obert Olson of Bismarck and other notables will be heard on the program. Musical portion will feature the Singing Debutantes of New England, Four Counts and Hazel Johnson of Bismarck. New radiator is a narrow base self-supporting type.

Second 50,000-Watter Approved for Richmond

Richmond—In addition to recommending a clear channel and increase in power from 5,000 to 50,000 watts for WRVA, FCC examiners have recommended granting permit for a new 50,000-watt station here to Larus & Bro.

C. T. Lucy, manager of WRVA, says the station will go ahead with improvements, involving an outlay of $150,000, as soon as FCC formally grants application.

Musicians Union Deal to be Effective for Two Years

American Federation of Musicians has decided to declare the IRNA Plan of Settlement effective next Monday for a two-year period, following a conference between AFM President Joseph N. Weber, Emile J. Gough and Samuel R. Rosenbaum at Weber's home.

(Weber has been ill but expects to be out in a day or two.) More than 200 signed contracts will be released from escrow and signed by both heads of AFM locals and the

(Continued on Page 2)

TEXAS ASS'N TO DISCUSS NAB REORGANIZATION PLAN

Longview, Tex.—A meeting of the board of directors of Texas Broadcasters Ass'n will be held Jan. 15 starting at 10 a.m. in the Baker Hotel, Dallas, it is announced by James R. Curtis, of KFRO here, secretary-treasurer. O. L. Taylor, KGNC, Amarillo, president of the associa-

(Continued on Page 2)

WWL Increases Rate 37% On 50,000 Watts Debut

New Orleans—WWL, CBS affiliate, will increase its network rate 37 per cent with the introduction of its new 50,000 watt transmitter which will be in operation about July 1. The new evening rate will be $375 per hour, $225 per half-hour and $150 per quarter-hour.

WWL at present is a 10,000 watter and the evening network rate is $275. Vincent Callahan is general manager of the station.

Spitalny Splurge

Pittsburgh—On one day alone, last Friday, KDKA press department released eight long stories on Maurice Spitalny, who debuts Thursday as station's new director of music. Some of the stories were two and three pages long. Yesterday's releases on Spitalny took up another six sheets.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Jan. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149¾	148¾	149	— ½
CBS A	21¼	20⅞	21¼	+ ½
CBS B	20½	20½	20½	+ ⅛
Crosley Radio	10¼	9⅞	10	+ ¼
Gen. Electric	45½	44	44¾	+ ½
RCA Common	7⅛	6¾	7	.....
RCA First Pfd	51½	49¾	51	+ 1½
Stewart Warner	10½	10⅛	10½	+ ⅜
Westinghouse	108½	106⅜	108	+ 1½
Zenith Radio	16⅞	15½	16⅜	+ ⅞

NEW YORK CURB EXCHANGE

	High	Low	Close	Net Chg.
Hazeltine Corp.	15¾	15½	15¾	+ ⅜

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

WJR Sponsor Will Start 5th Year With Gala Show

Detroit—Household Finance Corp. starts its fifth year over WJR on Jan. 21 with a program on which the station will turn loose its entire musical and dramatic staffs.

"Musical Clock" is a Monday through Saturday at 6:30-7:30 a.m. Ralph Patt is emcee, with "Bud" Guest, son of the famous poet, Eddie Guest, as news reporter. Musical numbers are ordinarily transcribed, but for anniversary show Samuel Benavie will have full WJR studio band.

Additional features will be a mixed chorus under Don Large, a male quartet, the Three Aces, Helen Hadley, soprano, and the WJR Mummers directed by Charles Penman. Other names will be added before the broadcast.

WQXR
MORE
for your
RADIO DOLLAR
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 8, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
True Confession	(Famous Music Corp.)	42
You're A Sweetheart	(Robbins Music Corp.)	38
I Double Dare You	(Shapiro-Bernstein Inc.)	31
Bei Mir Bist Du Schoen	(Harms Inc.)	30
Once In A While	(Miller Music Inc.)	28
Rosalie	(Chappell and Co.)	28
Sweet Someone	(Leo Feist Inc.)	28
You Took The Words Right Out of My Heart	(Paramount Music Corp.)	27
Dipsy Doodle	(Lincoln Music Corp.)	22
A Little White Lighthouse	(Donaldson, Douglas and Gumble)	19
I See Your Face Before Me	(Crawford Music Corp.)	19
Nice Work If You Can Get It	(Chappell and Co.)	19
Bob White	(Remick Music Corp.)	18
Mama, That Moon Is Here Again	(Paramount Music Corp.)	18
In The Still Of The Night	(Chappell and Co.)	17
Sail Along Silvery Moon	(Select Music Co.)	17
There's A Gold Mine In The Sky	(Irving Berlin Inc.)	17
I Wanna Be In Winchell's Column	(Leo Feist Inc.)	16
Mission By The Sea	(Shapiro-Bernstein Inc.)	15
Thrill Of A Lifetime	(Marlo Music Co.)	15
You Started Something	(E. B. Marks and Co.)	15

IRNA-AFM Settlement Goes in Effect Jan. 17

(Continued from Page 1)

respective stations. Total of 278 is eventually expected, nearly all the unsigned stations being in process of negotiation.

Only hitch that may hold up the works is the signatures of contract of New York key stations and Local 802 of the AFM. This is expected to be signed early this week. In the event the key stations do not sign the contracts to which they have already agreed, it would interrupt network service to the outlets in the IRNA fold.

In a letter to all affiliated outlets, Gough and Rosenbaum have informed the stations of the AFM decision, also that all contracts and musician expenditure quotas will be effective as of the Jan. 17 date for the purpose of the plan, that a few outlets have not yet signed up and the committee will endeavor to obtain for these stations a short period of grace if they are not in the fold by next Monday. However, since the committee will disband shortly, it will be unable to advise or aid the unsigned stations after this week. Committee also said it was unable to forecast at present time just what measures the AFM plans to take or impose upon the unsigned affiliates.

Lehman Asks Tax Change

Albany—Governor Lehman's proposals submitted last night to the legislature included a request for modification of the capital gains income tax section whereby capital losses would be deductible from capital gains and the net taxed at one-half the current rate. This would benefit network and individual radio corporations.

No suggestion for licensing of radio stations was included in the Governor's message.

Texas Broadcasters Ass'n Meeting Jan. 15 in Dallas

(Continued from Page 1)

tion, has called the meeting to discuss the proposed NAB reorganization. While the gathering is for the board of directors, Taylor has urged representatives of all member stations to attend.

COMING and GOING

SALLY NELSON, formerly heard on the Chevrolet show, has returned to New York from a visit with her parents in Chicago.

MORTON BOWE, NBC tenor, leaves New York on Feb. 1 for a concert tour which will take him through six New England states.

VIVIAN DELLA CHIESA, who returns to Chicago the week of Jan. 16 for a personal appearance at the Chicago Theater, will come to New York again on completing this engagement.

LEW FROST, assistant to Don Gilman, NBC vice-president on the West Coast, left Sunday night for a few days in San Francisco.

SYD DIXON, NBC western chief of sales, went to San Francisco last week for a few days.

CHARLES VANDA, CBS Coast official, is in Fresno to supervise programs incident to welcoming KARM in that city to the network Jan. 15. Following the inaugural, he will go on to San Francisco.

EDWARD W. WOOD JR., sales manager, and CARL MEYERS, chief engineer, of WGN, Chicago, are in town.

JOHN CONRAD, director of public relations for KWK, St. Louis, will be in New York about the middle of the week.

SAM GEISON of the Tom Fizdale office has gone to Chicago on business of the publicity firm.

NORMAN SIEGEL, radio editor of Cleveland Press, is in town for one of his periodical visits.

ELLIOTT ROOSEVELT, president of Hearst Radio Inc., is in Chicago.

F. W. MEYER, manager of KLZ in Denver, has returned with Mrs. Meyer from a winter vacation in Honolulu.

MILT JOSEFSBERG leaves for Detroit today for one week on business.

ALLAN SCOTT, WCAU news commentator, returned to Philadelphia yesterday after a short business trip to New York.

JOE GLASTON leaves for Detroit today to join Vincent Lopez and band who are making a personal appearance there.



Discover A NEW MARKET ... THE ITALIAN MARKET


DELAWARE
Delhi
Roxbury
Walton
Andes
Downey
Delaware
Sidney
Binghamton
Franklin
Bloomville
Hobart
Davenport
Oneonta
Cooperstown
Cherry Valley
Sharon Springs
Schoharie
Middleburgh
Cobleskill
Richmondville
Schenectady
Albany
Troy
Hoosick Falls
Bennington
Williamstown
Pittsfield
Lenox
Stockbridge
Great Barrington
Lee
Hartford
Bristol
New Britain
Glastonbury
Windsor
Windsor Locks
Enfield
Springfield
Holyoke
Chicopee
Northampton
Amherst
Greenfield
Deerfield
Brattleboro
Keene
Claremont
Windsor
Woodstock
Rutland
Middlebury
Burlington
Plattsburgh
Saranac Lake
Malone
Ogdensburg
Massena
Watertown
Utica
Rome
Oneida
Syracuse
Auburn
Cortland
Binghamton
Elmira
Corning
Hornell
Olean
Bradford
Jamestown
Dunkirk
Buffalo
Niagara Falls
Rochester
Batavia
Geneva
Canandaigua
Penn Yan
Ithaca
Watkins Glen
Hammondsport
Wellsville
Salamanca
Warren
Kinzua
Tionesta
Oil City
Franklin
Titusville
Meadville
Erie
Conneaut
Ashtabula
Painesville
Cleveland
Akron
Canton
Youngstown
Warren
New Castle
Beaver Falls
Ambridge
Aliquippa
Pittsburgh
Washington
Uniontown
Connellsville
Greensburg
Latrobe
Johnstown
Altoona
Bedford
Somerset
Cumberland
Hagerstown
Frederick
Gettysburg
Chambersburg
Carlisle
Harrisburg
Lebanon
Hershey
Lancaster
Reading
Pottsville
Shamokin
Sunbury
Lewisburg
Williamsport
Lock Haven
Clearfield
DuBois
Kane
Ridgway
Emporium
Bradford
Coudersport
Wellsboro
Mansfield
Towanda
Tunkhannock
Montrose
Susquehanna
Binghamton
Owego
Elmira
Corning
Hornell
Wellsville
Olean
Salamanca

NEW BUSINESS
Signed by Stations

WSAI, Cincinnati: Molle, "Vox Pop" with Parks Johnson and Wallace Butterworth (renewal).

KIDO, Boise: Woodbury, "Hollywood Playhouse"; Jergen's, Walter Winchell; Union Oil, "Thrills"; Alka Seltzer, "Comedy Stars of Broadway," ETs.

WICC, Bridgeport: American Tobacco Co., "Melody Puzzles."

KYW, Philadelphia: National Biscuit Co., through McCann, Erickson; Olson Rug Co., through Presba, Fellers & Presba; Gorton Pew Fisheries, through H. B. LaQuatte, Inc.

KFI, Los Angeles: Phillip's Milk of Magnesia, "Stella Dallas," ETs.

KFRC, San Francisco: Carter Medicine Co., spots, through Spot Broadcasting; Lewis-Howe Co. (N-R Tablets), announcements, through Stack-Goble; Wander Co. (Ovaltine), "Little Orphan Annie," ETs, through Blackett-Sample-Hummert; Campbell Cereal Co. (Malt-O-Meal), "Jack Westaway," ETs, through Ruthrauff & Ryan; Albers Bros. Milling Co., "Jimmy and Jyp," ETs, through Erwin, Wasey & Co.; American Chicle Co. (Sen-Sen), spots, through Badger & Browning; Pacific Greyhound Bus Lines, "Romance of the Highways," program through Beaumont & Hohman (on Don Lee net).

WLW, Cincinnati (Renewals): Drackett Chemical Co. (Drano, Windex), "Peggy at the Switchboard," through Ralph H. Jones Co.; General Foods, news show, through Benton & Bowles.

Atlantic and Kellogg Split Philadelphia Games

Philadelphia—Atlantic Refining and Kellogg will split the broadcast of American League games here. Atlantic will air over WIP, while Kellogg will use WFIL. N. W. Ayer handles.

Rumor is that Wheaties and Socony-Vacuum will get the National League games.

McCabe to Manage KFAC

West Coast Bureau, RADIO DAILY

Los Angeles — William McCabe, sales executive at KFAC, has been appointed general manager of KABC, San Antonio, and has left to take over his new duties.

Alice Remsen as Radio Editor

When the NVA Club (National Variety Artists) revives its publication, The NVA News, later this month, Alice Remsen of the NBC schedules will be radio editor of the magazine.

NVA Club recently held a membership drive that brought in almost 1,000 new members, including many radio artists and music publishers. The club is a social and benevolent association, with headquarters at 223 West 46th St.

In Atlanta
THEY LISTEN TO
WATL



● ● ● Kate Smith is negotiating for Mae West to appear on her program and give her side of the "Adam and Eve" incident. Kate, while not agreeing or disagreeing with West's critics, sincerely believes that the "I'm No Angel" gal deserves a chance to defend herself....Jimmy Grier's crew heard on the Joe Penner shindig have divorced themselves from MCA and will be a Rockwell-O'Keefe attraction hereafter....George Griffin sans Alice Remsen starts a series for Whipple oil burners in March via NBC.... Del Casino, who did an audition with B. A. Rolfe the other day, appears on the Eddy Duchin-Arden-MBShow tonite. The Duchin commercial will be aired from points west next month while he tours....Martin Block has been signed for 78 transcriptions of his "Make-Believe Ballroom" for national distribution by 20 Grand ciggies—Joe Rines' band will be used....Andrews Sisters continue on the Wrigley Sunday show which had Howard Blake, a N. Y. writer, rushed out to Chi for doctoring...."Song Time" on CBS fades, with the singers being given individual spots.

● ● ● *The staff of WJR, Detroit, has broken out with a rash of appendectomy!....Lorene Broackway (Mary Gray) is recovering in a Pontiac Hospital, and Charles Thornton of the engineering staff was rushed to a Wyandotte hospital a few days ago....Eric Howlett, program director, has been stalling off the doctors since last fall, but will have it over with next week....Freddy Friedenthal, chief control engineer, may beat Eric to the operating room....Streamlined swing music has become so popular on the WDAS Jewish shows due to the success of "Bei Mir. B. D. S." that the people are writing in preferring swing arrangements on all Yiddish tunes—and thus keeping the WDAS arrangers working overtime!*

● ● ● Drene tried to get Jerry Cooper back for its Fidler spots, but the former couldn't be released from "Hollywood Hotel," which he wants to keep....Russ Morgan's life will be dramatized on his own show tonite.... Milton Berle's presence in town is to talk radio, since RKO is holding off its contemplated air show....Pancho goes into the Persian Room....Duke Ellington does CBSwing Session Jan. 21 from here...."Tish" will hold that CBS Monday nite half-hour, with the Barry Wood-Doris Rhode variety show standing by for time availability....Kated Inc. still has Henny Youngman under management and he may go to the coast's Troc....If the Harry Conn show isn't sold within the 13 weeks of sustaining—it'll fold....People's World, daily Frisco paper which debuted last week there, is the Daily Worker's "brother" on the west coast. .Daily Record, another, will fall on Chicago Feb. 12....Capt. Jean Grombach, who is associate producer of "Time and the Conways," the Broadway show, is putting another into production....Wilson, Powell & Hayward are working out a deal for Doug Brinkley, WINS commentator....Bide Dudley started a new twice weekly series on MBS yesterday....Col. Jack Major is supposed to be set for a commercial in March....David Sarnoff enjoying a midnite repast in Reuben's Sat. after the Toscanini concert, paused to admire a German pancake being served to a RADIO DAILY scribe.

● ● ● *An infanticipating father gone modern sent the following letter to Iowa Network's WMT:...."I am writing to inquire concerning the cost of announcements over your station as we are expecting a blessed event in our family soon—and we would like to announce it by radio"....Birmingham's WSGN's Inquiring Mike has grown to such proportions that Lee MacArthur, emcee, has been requested by local traffic officers to "keep moving," so as to prevent pedestrians and interested lookers-on from blocking the sidewalk and streets. Last Week "Mac" went to a parked auto to interview a couple seated listening to the radio—and it was WSGN—causing an awful feed-back—so Lee faded back in double-quick time.*

GUEST-ING

J. EDGAR HOOVER, on General Federation of Women's Clubs program, Jan. 20 (NBC-Blue, 4:30 p.m.)

GLENN DARWIN and DR. WALTER DAMROSCH on "Magic Key of RCA," Feb. 13 (NBC-Blue, 2 p.m.)

FELIX KNIGHT on "Metropolitan Auditions of the Air," Jan. 16 (NBC-Blue, 5 p.m.)

DOROTHY DRESLIN, on "Hammerstein Music Hall," Feb. 4 (CBS, 8 p.m.)

ELIZABETH AMELIA COOK, pianist and composer, on "It's Wheeling Steel," Jan. 16 (WOR-Mutual, 5 p.m.)

WALT DISNEY and characters from "Snow White" on "30 Minutes in Hollywood", Jan. 16 (MBS, 6:30 p.m.).

RICARDO CORTEZ with MADELEINE CARROLL, on "Your Hollywood Parade", Jan. 12 (NBC-Red, 10 p.m.).

LILY PONS in "Barber of Seville", from Metropolitan Opera House, Jan. 22 (NBC-Blue, 1:55 p.m.).

VIRGINIA REA, on Coca-Cola "Song Shop", succeeding Kitty Carlisle, Jan. 14 (CBS, 10 p.m.).

U. S. Rubber Adds Stations

U. S. Rubber will add four more stations (WCOC, WMMN, WMFG and WHLB) to its CBS Ben Bernie program which starts tomorrow night at 9:30. Campbell-Ewald Co. is the agency.

AEE McALISTER
Presents to America
CAVAN O'CONNOR
The famous tenor of the British Isles

Now available for
RADIO, STAGE & SCREEN

Cavan O'Connor is the most outstanding British Tenor of recent years as can be seen by the clippings shown below.

TIT-BITS
"Known to millions of radio fans Cavan O'Connor the popular BBC singer of romantic songs returns to the microphone Feb. 16, 1937. Possessed of a sympathetic Irish voice, he sings in seven tanguages."

LONDON DAILY MAIL
"A FINE TENOR
Famous love songs of today and yesteryear gave Cavan O'Connor his opportunity of demonstrating just how fine a tenor voice he possesses. Pure and clear, and of great range and lyrical power, his voice earned him the spontaneous approbation of the whole audience."

Personal Management of
AEE McALISTER
160 W. 44th ST., NEW YORK CITY
BRyant 9-0346

ORCHESTRAS MUSIC

THE two-hour broadcast being staged Thursday by KDKA, Pittsburgh, to welcome Maurice Spitalny as the station's new director of music, will include a half-hour coast-to-coast broadcast over NBC-Blue network. Radio, stage and screen stars will take part in the program, which is to come from the Stanley Theater. Maurice's brothers, Phil and his all-girl band, and H. Leopold, will both be on hand for the celebration.

The Jan. 15 session of the CBS "Saturday Swing Club," originating in Hollywood, will have Paul Whiteman with his band, Joe Venuti and Louis Armstrong, without their bands, the Raymond Scott Quintette and Jack Teagarden.

Joseph Sudy, formerly violinist and vocalist with Henry King's orchestra, has formed his own band and signed management contracts with Consolidated Radio Artists. Sudy's orchestra has been set by Don Haynes of the San Francisco CRA office to open at the Rio Del Mar Country Club at Monterey Bay, Cal., on Jan. 25, with an NBC wire.

Jack Ward, chief organist at WMCA celebrates his first anniversary in that capacity on Jan. 26. He was formerly associate organist at the Radio City Music Hall under Richard Leibert.

The voice of Bob Saunders, leader of Hotel Utah orchestra (MCA) in Salt Lake City, deserts his band to inaugurate KSL's new series starting tomorrow. Featured will be the KSL Concert Orchestra. Bob will be guest vocalist. He will be followed by weekly guest appearances of outstanding radio personalities.

KSL Orchestra, led by Verdi Breinholt, who got the important New Year's Eve assignment of the Challenger Inn, Sun Valley, returned with praises of the new Ski land.

Leading Radio Salaries

Washington Bureau, RADIO DAILY

Washington—Salaries of radio, advertising agency executives and radio talent as revealed by the House Ways and Means Committee follow:

Mary Margaret McBride (Martha Deane), $52,231; Bruce Barton, chairman of BBDO, $58,333; William H. Johns, executive committee of BBDO, $59,679, Roy Durstine, BBDO president, $91,666.

Chester Bowles, chairman of Benton & Bowles, $51,000; Stanley A. Brown, chairman of Brown & Tarcher, $59,829; Jack D. Tarcher, president, $57,779; William S. Paley, $236,924, Edward Klauber, $71,359; William Esty, president of William Esty & Co., $100,000; James S. Yates, v.p., $56,458; Owen D. Young, chairman of General Electric, and Gerard Swope, president, $146,500 each.

B. B. Geyer, chairman of Geyer, Cornell & Newell, $66,125; W. Debasil, Hurok Attractions, $146,084; N. Rosen, $76,268; J. V. Connolly, $68,851; Phillip W. Lennen, president of Lennen & Mitchell, $80,000; Lenox R. Lohr, $50,259; Edward Petry, $53,750; Henry Christal, $50,000; Edward Voynow, $50,000.

James G. Harbord, RCA chairman, $54,000; David Sarnoff, $75,000; Stanley Resor, president J. Walter Thompson Co., $90,020; Henry T. Stanton, v.p., $55,025; Alfred J. McCosker, $78,270; Ed Wynn, $60,000.

Hill Blackett, treasurer, Blackett-Sample-Hummert, $120,000; E. Frank Hummert, $128,052; A. D. Lasker, president Lord & Thomas, $52,416; S. R. Coons, executive v.p., $145,155; D. M. Noyes, executive vice-president, $73,512.

E. R. Goble, president of Stack-Goble, $60,000; W. E. MacFarlane, WGN, $92,500; F. Wallis Armstrong, president F. Wallis Armstrong, $50,000; L. Ward Wheelock, v.p., $50,000; William Bacher, $52,394.

Anti-Freelancing Rule Effective in 5 Weeks

(*Continued from Page* 1)

lished name or smaller organizations. An orchestra as a unit may hold as many different jobs as it can handle.

Reason for the meeting was the numerous squawks after the referendum was passed. Out of 16,000 members, only 4,000 voted and the referendum passed by about 300 votes. The five-week status is arrived at through the fact that 802 must publish the new law in its journal, which won't be out until three weeks from now. After that, two weeks' notice will be given before the law goes into effect. Law allows a freelance musician to earn up to $54 weekly only. No action was taken in regard to various other resolutions before the membership.

Booth Fisheries WSAI Tryout

Cincinnati—United States Advertising Corp., Chicago, is trying a new one over WSAI this week for Booth Fisheries. It's a "Man in the Store" program with the station's beau brummell, Peter Grant, holding forth in Kroger's Government Square store, 11:45 to noon.

Oklahoma City Stations All Sign AFM Agreements

Oklahoma City—AFM contracts have finally been signed by all local stations. WKY, KTOK, KFXR and KOMA all in fold. Signing means WKY will begin immediate plans for own studio orch, with probability Allan Clark, production manager, may be director.

Whiteman East Feb. 4

The Paul Whiteman - Chesterfield show on Feb. 4 will air its first program from New York. Show, heard on CBS, will remain in the East.

☆ F. C. C. ☆ ACTIVITIES

APPLICATIONS RECEIVED

National Life & Insurance Co., Nashville, Tenn. CP for new relay station. 1606, 2022, 2102, 2758 kc., 250 watts.

Johnson-Kennedy Radio Corp., Chicago, Ill. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 500 watts.

EXAMINER'S RECOMMENDATIONS

Larus & Bros. Co., Inc., Richmond, Va. CP for new station. 1110 kc., 50 KW., unlimited, be granted.

WMFJ, Daytona Beach, Fla. Mod. of CP. 1240 kc., 1 KW., unlimited, be denied.

Fred Finch Joins Agency

Bakersfield, Cal.—Fred Finch, account executive for KPMC for the past two years, has resigned to take over management of Valley Advertising Agency here, affiliated with other independent agencies in Los Angeles, Fresno, Stockton and San Francisco.

Valley Agency is now making an independent comprehensive market study of the Southern San Joaquin Valley which will be used by its clients and affiliated offices in the selection of media and in making dealer and sales plans.

Broadcasts Aid Fights

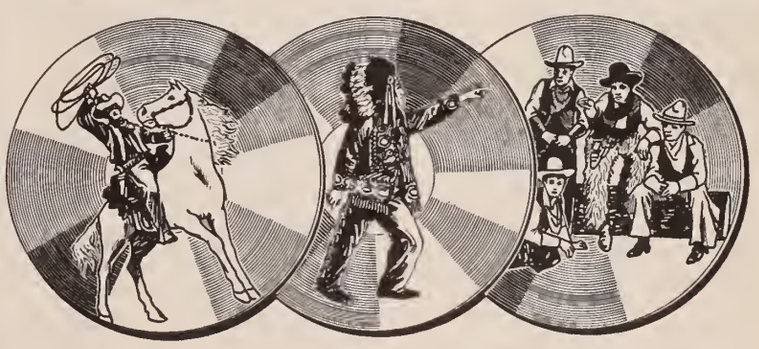
Elk City, Okla. — Since Golden Gloves elimination bouts have been aired over KSA, the formerly poor attendance has jumped to S.R.O. Local oil company is sponsoring broadcasts.

GEO. W. BOLLING
VICE-PRESIDENT
OF
JOHN BLAIR & COMPANY

TAKES PLEASURE IN ANNOUNCING THAT

RICHARD D. BUCKLEY
AND
WILLIAM H. WELDON

ON JANUARY 15, 1938 WILL BE ASSOCIATED WITH THE NEW YORK OFFICE OF THE COMPANY
341 MADISON AVENUE



Born in Detroit—Claimed by America

"THE LONE RANGER"

The Program Series That Breaks All Records For Audience Volume and Sales Results.

TRANSCRIPTIONS READY FEB. 15TH

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

Three Half Hours Weekly
Don't Delay If You Want This Tested and Proven Feature. Territories Going Fast.
Make Reservation Now.
Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

Program Reviews and Comments

"THERE WAS A WOMAN"

Glass Container Association
WJZ—NBC-Blue, Sundays,
1:30-2 p.m.
United States Advertising Corp.

WELL WRITTEN AND ACTED EPISODES OF WOMEN WHO FIGURED BEHIND SCENES OF HISTORY.

Here is a show which is heard on only six Blue network stations, yet the entire half-hour is a high caliber production. This is the reverse practice of most radio sponsors. A small network usually means a cheap show. Whether this show is an expensive production, we do not know. But the quality is high.

Ed Jerome plays the leading role and carries the lead well. Debut program dramatized the highlights in the life of Sarah Shelton Henry, wife of Patrick Henry. Script covered the life of the Henrys from their marriage to her death. Patrick Henry in the meantime through his wife's guidance had become the great lawyer who fought the English stamp tax with all his might and became a prominent Revolutionary figure. Graham Harris' orchestra furnishes the musical background.

Program should have a larger network. NBC probably, with the sponsor's permission, would be glad to air it sustaining to the rest of the country. Program is educational and should not be lost on only six key cities. It was tried out as a sustaining some time ago.

Commercials are very brief. Nub of the plug is, "buy your milk in glass bottles, the most sanitary container."

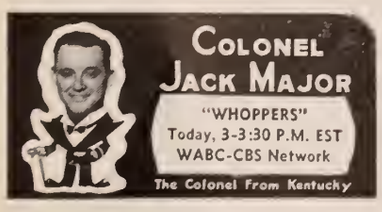
"COURT OF HUMAN RELATIONS"

Vadsco Sales Corp.
WOR-Mutual, Sundays, 4-4:30 p.m.
Albert M. Ross Inc.

GLORIFIED VERSION OF PREVIOUS SHOW PACKS PLENTY OF PUNCH IN SOB STUFF.

Bowing into the organ-pumping and plug for the original consignee of title, True Story mag, which is now using "A. L. Alexander's True Story Hour" for the Friday NBC commercial, program ran along the customary routine, dishing out the tale of woe before a "Judge Kindly" who asks the woman in this case to keep talking while the jury listens. After she relates via dramatization how her husband carried on with his secretary after office hours and how by way of an explosion she became aware of this affair, the "judge" asks the jury for a verdict. This is rendered immediately following a commercial for "Quinlax Cold Tablets". Show fades into a scene a while later with the wife taking the jury's advice, and again an accident occurs to stump the wife and to please the audience. Anyway, fade-out has both women friendly and happy, while the husband is in the cemetery.

Show has plenty of punch, but the casting of the women was poor inasmuch as they sounded too much alike. Also the wordslinger handling the commercials for the cold tablets sounded as though he should have taken the product before getting to the mike. Outside of the nasal sound, plugs were handled nicely. A preview of next week's story was offered at the end of the show.



Bob Becker's

"CHATS ABOUT DOGS"

Morrell & Co.
WEAF—NBC-Red Sundays, 2-2:15 p.m., also WGN-MBS 2:45-3 p.m.
Henri, Hurst & McDonald Inc.

PLUGGING A DOG FOOD, SHOW IS DESIGNED SOLELY FOR DOG OWNERS.

Bob Becker, explorer, sportsman, author and authority on dogs, bowed in on this one-man show for Red Heart dog food. Becker gave some advice on the care of dogs during the winter, had a few people enact a skit on the heroism of an unwanted dog, and then answered a letter from a dog.

Opening theme featured the "talking dog" portrayed by Dave Dole. Same went for the fadeout. Nothing exceptional about the show that would interest the ordinary public outside of dog lovers. Even the dramatization lacked punch for outsiders. Plugs were handled along similar lines.

"THATCHER COLT MYSTERIES"

Packer's Tar Soap Inc.
WEAF—NBC-Red, Sundays, 2:30-3 p.m.
Stack-Goble, Chicago

SHOULD APPEAL TO YOUNGER ELEMENT AND ADDICTS OF BLOOD AND THUNDER SCRIPTS.

"Thatcher Colt Mysteries" returned to the NBC network last Sunday and continued in the same vein as when heard last year. Program is one of the better "cop and robber" affairs, with a special moral and physical appeal to youngsters. However, grown-ups who enjoy the telling of a good mystery story in a strong fashion also should greatly enjoy the series. Each week a complete story is told, and first episode had all the ingredients — crooked politicians, racketeers and the invincible Thatcher Colt.

A noticeable lack of commercial chatter greatly helped the entire program. Continuity was allowed to run without any excess blah creeping in to destroy the illusion. Program should continue where it left off last year without any difficulty.

FATHER COUGHLIN

Independent Network
(WMCA as New York outlet)
Sundays, 4-4:30 p.m.
Aircasters Inc., Detroit

Father Charles E. Coughlin returned to the air on Sunday for a new series of talks over a hookup comprising 60 stations. Leo Fitzpatrick, vice-president of WJR, Detroit, who has aided Father Coughlin with his broadcasts for the past 12 years or so, introduced him and made mention of the fact that no outside money was sponsoring the programs, but that series is financed by Father Coughlin himself.

As in the past, the program originated at the Shrine of The Little Flower, Royal Oak, Mich. Apparently much rested since he was last heard on the air, there was plenty of vigor in Father Coughlin's delivery, but he was less militant and somewhat conciliatory in his allusion to the administration. Explanatory remarks were made on the recent ban by his superiors and a pledge that his Social Justice organ would not repeat indiscreet items. Subsequently the usual discourse on the economic situation of the country took up the major portion of the time. Peace between the AFL and CIO was also recommended. Line on the voluntary contribution being the support of the campaign was heard toward the close.

LINCOLN

J. B. Lake has left KFAB as chief announcer to become program director of KFWB, Hutchinson, Kan. Chuck Miller moves up to become chief announcer.

John Edwards, newscaster with the CSBC stations here, celebrated a year on the air recently.

WNYC, New York

Herman Neuman, musical supervisor, and his wife, the former Maria Stuart, soprano, are on a West Indies cruise.

A program devoted to housing projects will be started Saturday.

Dorothea Lawrence, singer, will appear on Syd Hayden's "Everybody's Hobbies" program on Friday at 5:15.

"America's Hours of Destiny," dramatizations dealing with our national parks, is a new Monday 2 p.m. series.

KIRO, Seattle

Ralph Camargo, announcer, and Florence Skeels, radio actress, are Mr. and Mrs.

Jimmy Hatfield, chief engineer, has been passing around cigars, but not in honor of Christmas.

Station is now carrying three additional CBS programs—"Story of Industry", "Chorus Quest" and "Columbia Workshop". The "Chorus Quest" is a contest for young choruses.

WKRC, Cincinnati

Lee Bland, newscaster, who presents a nightly quarter-hour titled "Night-Cap Newsreel," is one of radio's youngest news commentators. Bland is just 22 years old and a graduate of Ohio State University.

A new series of musical programs is being presented Monday through Friday at 5:45 o'clock. Featuring the Savoy Sisters, rhythm trio, "Tours through Tuneland," presents a different soloist on each program. Joe Binder, tenor; Jinny Gayle, singer of popular songs; Irene Righter, contralto, and Tad Legere, blues singer, are the featured soloists.

Beginning today, station will present a "Man on the Street" program, daily except Saturday and Sunday at 10:45 a.m. People passing in and out of the lobby of the Fifth Third Union Trust Co. will be interviewed by Eddie Humphrey, WKRC staff announcer.

A tenor soloist with organ accompaniment is heard on a new series of programs titled "Hymn Time" each Tuesday and Thursday at 9:30 a.m. Because of the unusual number of requests for a program of this type, Ruth Lyons, program director, has scheduled these broadcasts.

Michelson in New Office

Charles Michelson, handling radio programs and electrical transcriptions, is now located in his new office at 545 Fifth Ave.

KANSAS CITY

Ed Hall has joined the WHB engineering staff.

Erle Smith handles the early morning KMBC news period, now sponsored by B. C. Headache Powders.

Joseph H. Story Jr. of KMBC retail sales organization is back from a business trip to Battle Creek.

Carter Ringlep, KMBC regional sales director, back from St. Louis.

KCMO has started an early morning market report service following heavy rural mail response to regular programs.

A feminine voice, Caroline Ellis, has been put on the regular afternoon news trick by KMBC.

Eddie Krause has been signed to handle the community sing on KMBC's "Brush Creek Follies." Woody Smith emcees the show, from Ivanhoe Temple.

Howard Everett, WDAF pianist, has gone to Hollywood for a screen test.

Edward Cronenbold of KMBC's Texas Rangers married Florence Hutcheson.

JEAN PAUL KING
Announces
Myrt and Marge
C.B.S. Mon. thru' Fri.

Los Angeles

DONALD W. THORNBURG and John Dolph, accompanied by their wives, and Fox Case and Hal Rorke are among CBSites trekking to Fresno this week to join Charles Vanda in seeing that the newest affiliate, KARM, is wedded to the network with proper ceremonies and official witnesses thereto on January 15.

Earnshaw Radio Productions is getting out an elaborate promotional brochure on its "Hollywood Nite Letter" program. Also supplying subscribing stations with stills of stars interviewed by Fenton Earnshaw for the program.

Jack Owens, KEHE staff vocalist heard every weekday at 12:30 p.m., has had his informal musical programs moved to a later groove at 4:15.

Oscar and Elmer wound up their current KFWB series Friday but start in on a new half-hour routine today.

Eddie Cantor will enviously salute Bing Crosby on the acquisition of a fourth son on the CBS "Texaco Town" show tomorrow.

Pan-American Radio Productions has auditioned its Spanish version of the transcribed "Charlie Chan" series for E. R. Squibb & Co., New York, as a possibility for the Latin-American countries. Irving Fogel controls the foreign rights to the series produced by the Raymond Morgan Co. for the use of the Stokely Co. on CBS.

Clark Ross, off the KEHE airlanes for several weeks through illness, is back with his baritone voice on a Tuesday evening program at 8:15.

John Canady has a new commentary program, "The Sportsman," on KMPC Monday and Thursday nights at 9:45.

The cast of KHJ's "The Phantom Pilot," recently moved from KFRC, San Francisco, remains a deep, dark secret to everyone except the staff connected with the program.

Parkyakarkus copped the Gene Inge award on KFWB's "Take the Air" program last week.

Carl Haverlin, KFI-KECA sales manager, and Dr. Ralph L. Power recounted experiences in the early days of radio to members of the California History and Landmarks Club at the University Women's Clubhouse yesterday.

John J. Colbert, KFWB's "Lamplighter," started a new series over the entire CRS net on Saturday at 8:30 p.m.

School of RADIO TECHNIQUE



America's distinguished school of broadcasting for singers, actors, writers, speakers, announcers. Western Electric Recordings in our studios . . . programs taken off the air

George Marshall Durante, Dir.
R.K.O. Bldg., Radio City, New York

AFRA Again to Meet Web Officials

With both NBC and CBS appointing committees to treat with the AFRA, Mrs. Emily Holt, executive secretary, and other AFRA officials will confer with the web representatives again today. Negotiations are continuing on the advertising agency front also, talks with individual agency executives having been followed by a meeting with officials of the American Association of Advertising Agencies. Latter was represented by John Benson, president, and Frederick Gamble, executive secretary. General counsel for the AAAA was also in attendance.

Special WIBW Broadcast Supplements Bowes Salute

Topeka — Major Bowes' salute to Topeka last Thursday night during the CBS "Amateur Hour" was followed by one of the first broadcasting experiments of its kind. As an added feature to the Major's weekly salutation, the outlet here, WIBW, the Capper Publications station, conducted a 15 minute "back stage" air "scene", which followed 15 minutes after the amateur hour had signed off the air.

With Art Holbrook and Judson Woods handling the remote control microphones, WIBW went direct to the Topeka operating offices of Southwestern Bell Telephone, picked up and sent over the air the receipt of votes there, which, of course, are taken continually during the one-half hour after the Chrysler broadcast.

For 15 minutes, the remote control staff "brought in" the scene at the telephone company, where 52 special operators and 20 number tabulators received and tallied votes for the amateurs. The Mayor and other prominent Topekans appeared on this broadcast.

Many fan letters and telephone calls were received at the WIBW studios complementing the station on the broadcast. Topekans cast 37,467 votes by phone for amateurs, which is considered somewhat of a record itself, since most honor cities of the same size as Topeka have been sending in about 8,000 calls.

The unique broadcast was made possible through the cooperation of Ben Ludy, WIBW's new general manager, who was promoted to that position from assistant manager on Jan. 1, and V. B. Gray, personal representative of Major Bowes.

WOKO-WABY, Albany

Albany Concert Orchestra, WPA sponsored, has returned on Friday nights over WABY.

Forrest Willis, WOKO announcer, will be heard on the Spaulding Quik Quizzer on Sunday afternoons, from lobby of the Palace Theater. Grenfell Rand is the week-day announcer.

Dr. Edmund Albert Brown, baritone and former Dean of Music at Ithaca College, has been signed for a series on Wednesdays over WOKO. He just completed a series for WABY.

New San Antonio Service

San Antonio—John Rodney, free-lance writer, is now located here and is planning a radio script service. He will also have a production agency.

Southwestern Brewing On Oklahoma Network

Oklahoma City — Oklahoma Network is carrying a new ten-week three-quarter-hour contract of Southwestern Brewing Corp. (Old King beer), first time account has used the network. It is sponsoring AAAU inter-city boxing meets from the municipal auditorium here, being fed by KTOK, local member of the web. Halsell-Humphrey Adv. Agency in charge.

Signed by Fred Allen

Lucille and Lanny, individualists in song, have been signed for a six-week engagement on Fred Allen's "Town Hall Tonight" over NBC-Red on Wednesdays. They already have made a string of guest appearances on the show, and the present contract is the longest ever issued by Allen to guest talent.

Charlie Cantor, who recently was heard with Henny Youngman on Kate Smith's program, also is now a member of the Allen troupe.

W. S. Clark with Siegel

Morris H. Siegel, director of the Policyholders' Advisory Council, whose radio blasts over WMCA and local foreign language stations have been the chief thorn in the side of New York life insurance agents, has appointed W. S. Clark, former WMCA time salesman, as director of advertising and public relations.

Cottingham Promoted

Philadelphia — Robert Cottingham, formerly news head of the NBC Washington office, has been promoted to the KYW staff here to handle the UP-Esso news reports. Thomas Knode succeeds to Cottingham's former post. He was with the UP Washington office.

Vladimir Dubinsky Dead

Syracuse—Vladimir Dubinsky, cellist and founder of the Esardy Trio, formerly heard over the networks, collapsed and died here yesterday while rehearsing with Syracuse Symphony Orchestra.

NFA Radio Newsfeatures
Available to only one radio station in each city
Represented exclusively by
STEPHEN SLESINGER, INC.
250 Park Avenue New York

Chicago

EDWARD N. NOCKELS, late manager of WCFL, the Chicago Federation of Labor station, left an estate of $25,602, according to an inventory just filed with the Probate Court.

Actor Dick Wells is laid up by flu.

Mento Everitt (Jenny Peabody) celebrated her 14th wedding anniversary last week.

Bailey Twins and Brooks and Small have been dropped from Wrigley's "Double Everything." The Andrews Sisters came on from New York to replace them. Bob Hafter is using a studio audience at dress rehearsal.

On the ailing list: Hugh Rager of First United Broadcasters; Cliff Sleininger of Furgason & Co.

Andrew (Uncle Joe) Dobson of WJJD broke his shoulder blade in an auto accident while driving to Indianapolis for a concert engagement.

Betty Lou Gerson has taken over leading role in "Last of the Lockwoods," supplanting Judith Lowry, who has other commitments.

Jack Hayes, chief engineer of WJJD, fell on the ice and broke his leg. He is confined to his home.

Skip Morr, baritone, and Don Huston tenor, being featured by Henry Busse on his new Mar-O-Oil series.

WBRY, New Haven

U. P. news periods will be sponsored on WBRY by Quinnipiac Coal Co. and Benedict Coal Co. alternately.

Gert Cole, pop songstress, has returned to the studios after a two-week vacation.

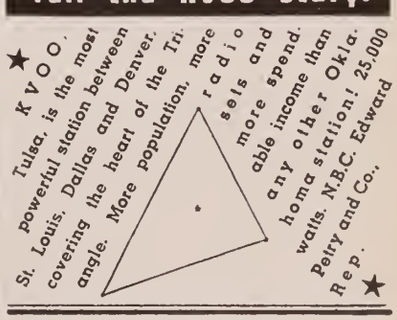
Perry Lafferty, director of music, also back from a vacation in Davenport, Ia.

KABC, San Antonio

Johnny Sullivan, formerly of Fort Worth, has joined the commercial department.

G. P. Rumble is the new chief engineer for Alamo Broadcasting Co., replacing Edward L. Starnes, who has gone to the Coast.

Another Way to Tell the KVOO Story!



PROMOTION

In Good Company

"It's good company to be with," says W. Cort Treat, manager of WORL, Boston, in a telegraphic statement listing clients who "went to town with WORL."

Accounts representing 15 industries are listed by Manager Treat.

Present Calendar Gifts

Georgia Broadcasting System (WATL, WRBL, WGPC) has distributed a New Year's greeting in the form of a novel desk calendar. Job went to agencies and advertisers throughout the country.

Kellogg Gets Richmond Games

Richmond—Kellogg has bought exclusive rights to 35 Richmond Colts home baseball games. WMBG may be the station used. N. W. Ayer & Son is the agency.

James A. Willard to WFIL

Philadelphia—James A. Willard Jr., former "Uncle WIP" on WIP, has joined WFIL, where he will be known as "Uncle Jim." He will continue handling a kiddie show for a store sponsor.

Allen Scott, formerly on WFIL, has returned to WCAU as commentator.

Johnson Gives Time to Author

General Hugh S. Johnson will relinguish his usual broadcast period over NBC-Blue network on Thursday, 8-8:15 p.m. to allow Ferdinand Lundberg, author, to reply to criticism of his book, "60 Families," made by the General in a recent broadcast.

J. B. Lake to KWBG

Lincoln, Neb.—J. B. Lake, chief announcer at KFAB, left Saturday for Hutchinson, Kan., where he becomes program director at KWBG, and six months later will become station manager.

E. J. Samuel Quits WMAS

Springfield, Mass.—Edward J. Samuel, commercial manager for WMAS since 1934, has resigned and may open an advertising agency. Before joining WMAS, Samuel was advertising manager for Fisk Rubber Co. for seven years, and previous to that was with Goodyear for 11 years.

ONE MINUTE INTERVIEW

JOE RINES

"The wild cacophony of swing is enough to give a savage beast the jitters, imagine what it must do to sensitive elders with an ear for music, and an eye for relaxation. Say, can't we give the lovers of soft music more of an even break? How about a little more division of our musical labors? Let's give SOME attention to soft rhythms."

☆ Coast-to-Coast ☆

FLOYD BUCKLEY and Jose Yovin, program builders, have completed two audition records for the Paul Meyer Associates, on order of two large sponsors. Both programs use a large cast, and the best available talent on the air participated in the auditions. Such well-known people as Lucille Wall, Fred Lewis, Lawson Zerbe, Jean Colbert, John Griegs, Jack Davis, Jerry Lesser and others. All are "regulars" on daily series shows. Special orchestral background music was furnished under direction of Esoj Nivoy, newcomer to radio. NBC recently took option on a Buckley-Yovin show called "Make Me A Star" by Michael Young — which makes four programs built this season. Floyd Buckley is better known as "Pop-eye" on the radio, but has been directing radio and commercial slide-films for past seven years. Just terminated a three year contract with Vocafilm. Yovin has been associated with Buckley a long time, as production director and writer.

Emlyn Owen, production manager and staff organist at WTAQ and WHBY, Green Bay, Wis., was married recently in Superior to Gladys Wangen.

Offering listeners an opportunity to "have their cake and eat it too," WTMJ, Milwaukee, went to considerable pains to broadcast two important features scheduled for the same hour, President Roosevelt's Jackson Day dinner address and the Wisconsin - Minnesota basketball game. Arrangement was made with NBC to record the President's talk and the station made the record rebroadcast immediately following Russ Winnie's eye-witness of the Badger-Gopher cage tilt at Madison. This was the second time within a week that WTMJ staged a record rebroadcast of President Roosevelt.

George Griffin, NBC baritone, who is heard on the "Castles of Romance" series, is making two shorts for Warner Bros.

A. P. Rauer, salesman at WTMV, East St. Louis, Ill., will soon marry Laverne Conley, a beauty contest winner.

Eddie Whikehart, whose "Romance Singer" program became quite popular during its sponsored term over WPAY, Portsmouth, O., is continuing to broadcast on a sustaining basis.

Peter Donald Jr., character actor on NBC, CBS and Mutual, has sold some material to 20th Century-Fox for the new Ritz Brothers film, "Kentucky Moonshine." Comedy sequences were written in collaboration with Gaby Barrere and Charles Eaton, both on the coast at present. Team formerly wrote comedy material for the air.

First 1938 Saturday night "Jamboree" at WWVA, Wheeling, W. Va., drew 5,328 admissions. Bill Thomas, now emcee on the show, likes his job real well.

Leland C. Bickford, editor in chief of Yankee and Colonial networks and noted for his expose of public rackets up in Boston, has created a furore with his charges that votes could be "bought" in the Massachusetts legislature.

WHOM broadcast by remote control direct from the deck of the Steamship Pilsudski last night in observance of the Cruise-Contest Winners for the Warren-Norge Electric Appliance Co. Program sponsored by European Radio Co. of New York.

Jack Mitchell, director and interviewer of WAAT's news spectacle, reveals that Ray Freifelder and Jerry Cotter, two of the commentators employed in the show attended Columbia University together as journalism students. It was there that they met the maestro, who convinced Jerry and Ray that radio needed them.

Anne Jamison, NBC contralto, has had her contract renewed for an additional 13 weeks on Campbell's "Hollywood Hotel" program over CBS.

PROGRAM ☆ IDEAS ☆

What Local Stations Are Doing

WBT Law Series

WBT, Charlotte, has readied new series of informative talks on legal questions, to air under title "What Do You Know About Law?" Show will be handled by David Henderson, Charlotte lawyer, who will go on weekly with fifteen minute talks on legislation, taxation, and kindred topics. Personal legal problems will not be discussed, but talks will be phrased in simple language with all subjects treated from general viewpoint.

KONO, San Antonio

Olan Smith, one of the Plantation Boys who record for Victor, is now doing a commercial for Dairyland Co. He is assisted by Ted Brown.

William E. (Bill) Watson, announcer, left recently to take on similar duties at KRGV, Weslaco.

Don Michael and His Orchestra are taking a month's vacation.

WPTF, Raleigh

J. B. Clark, sports announcer and director of publicity, got himself into the newspaper spotlight recently when he broke one arm and fractured another.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. — FOTOTONE SOUND SYSTEM — COlumbus 5-7366-7

Mr. John U. Reber
J. Walter Thompson
420 Lexington Avenue, N. Y. C.

Dear Mr. Reber:

As Radio Director of J. Walter Thompson, you know the value of a good recording. I state this as a positive fact because the consistently high quality of the J. Walter Thompson air shows proves it.

International Production Studios is anxious to have you hear samples of their work not to prove that their recordings are as good as the next fellow's, but to show you the difference between a good recording and the best.

May we submit some of our recordings?

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 8 NEW YORK, N. Y., WEDNESDAY, JANUARY 12, 1938 FIVE CENTS

Int'l Radio Sales Gets WLS, KOY

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

MPPA plans to distribute $45,000 this month to copyright owners for electrical transcription and synchronization rights as collected by Harry Fox, general manager of MPPA, acting as agent and trustee for the publishers. Record-breaking sum tops the $38,000 for last month, due mostly to World Broadcasting System renewing its blanket license, entailing the sum of $25,000 for the year. NBC Thesaurus, also scheduled to renew shortly, will contribute $5,000 to the above total distribution.

Meanwhile, the song writers, through Song Writers Protective Ass'n, filed their complaint in one of the test suits recently brought to get a clarification judgment on its by-laws which vest the copyright

(Continued on Page 3)

Velvet Shave to Launch Regional Spot Campaign

Detroit—R. K. Owens, distributor, has appointed Brace Beemer Inc. as the advertising agency to handle a state and regional spot radio campaign for Velvet Shave, new product for use in connection with electric dry shaving. As new product also is an astringent and face conditioner, part of the campaign will be directed to women.

Jewelry Manufacturer Planning Radio Activity

Niles-Richman Co., New York agency, has been appointed to direct the campaign of Wolcott Co., manufacturing jewelers of Providence, with radio and newspapers to be used. This will be the first attempt by Wolcott at consumer advertising.

MEN WHO MADE NEWS IN RADIO DURING 1937

(Fourteenth Installment of a Series)

• H. K. CARPENTER •



In showmanship, civic service, special events enterprise and general progress, the United Broadcasting Co.'s two Cleveland stations, WHK and WCLE (formerly WJAY), were front-rankers and kept regularly in the headlines throughout 1937. It was all done under the direction of H. K. Carpenter, v.p. and g.m.

* * *

• SAMUEL R. ROSENBAUM •



Despite many other business and personal interests, Samuel R. Rosenbaum, the head of WFIL, Philadelphia, took a leading role in bringing the IRNA - AFM situation to a workable status. Came to the front as a very sane and capable chairman of the IRNA special advisory committee who kept the ship on an even keel when the storm was at its worst.

• LEO FITZPATRICK •



The general manager of WJR, Detroit, piloted his station through its most successful year in 1937. He paid generous dividends on each share of stock, gave 131 employees a 10 per cent bonus in December and made his staff a "happy family," the envy of many a radio station operator.

* * *

• BENEDICT GIMBEL JR. •



Expenditure of $86,000 for a new 320-foot vertical antenna and for a new and enlarged studio plant was made by Benedict Gimbel Jr. for WIP, the Philadelphia station over which he presides as prexy. An amazing jump in sales and listener recognition was also chalked up by Gimbel's WIP the past year.

Six Stations Linked In Alabama Network

Birmingham — Ralph Hurst, ace political correspondent of Birmingham News, was first to air over the newly formed Alabama Network, which includes WSGN as key station; WJBY, Gadsen; WJRD, Tuscaloosa; WMFO, Decatur, WMSD, Sheffield, and WBHP, Huntsville. WSGN was key station to a five-station web during football season, and present Alabama Network is an outgrowth of that hookup.

Three New Commercials Added to WLW Schedule

Cincinnati—The Earl May Seed Co., through Presba, Fellers & Presba, Chicago agency, tomorrow begins three 15-minute morning programs each week over WLW. The two other shows are set for Saturdays and Sundays, with contract running 13 weeks. Talent features a new WLW act, Hugh Cross and His Radio Pals.

A Sunday "Melody Grove" program for Grove Laboratories was

(Continued on Page 3)

Hearst Station Rep Subsidiary Signs Chicago and Phoenix Outlets

International Radio Sales, the Hearst Radio subsidiary, has been appointed station rep for WLS, Chicago, and KOY, Phoenix, both owned and operated by Burridge D. Butler. These are the first stations to be signed by International since it announced its new rep policy last week. Under the new set-up, International will represent any station

(Continued on Page 3)

PRESS AGENTS WORKING PHONY 'CENSOR' CHARGE

Newspapermen for the past week have been chasing NBC press executives on false reports of "censorship"—the reports being cooked up by press agents for publicity purposes. Since the Mae West broadcast and the recent ruling that all guest appearances must be checked with the network, press agents have been calling NBC and asking for permission to put all sorts of personalities on the air. Names range from Mahatma Ghandi to Duke of Windsor.

Press agent before calling is sure NBC will not grant its permission but story is sent out to newspapers anyway. When network gives its

(Continued on Page 3)

General Foods Adding 7 Southern Stations

General Foods on Jan. 29 will add seven southern and southwestern stations (WIOD, KTBS, KARK, KGBX, KELO, WFLA, WJAX) to its NBC-Blue-Bob Ripley show. Benton & Bowles Inc. is the agency.

Can't Please All

Boston — Ralph Rogers, radio scripter and director of radio courses at Boston University, in a timely commentary on just how far radio writers can go in spicing up scripts, says:

"The public's reaction to programs will always be like its reaction to the weather—too hot for some and too cold for others."

Phelps Revising Bill

Albany — Apprised that his bill seeking to protect radio stations from libel suits over remarks in extemporaneous talks might be found "discriminatory and unconstitutional", Assemblyman Phelps Phelps is redrafting the measure. A prominent New York constitutional lawyer is aiding him. Radio men have commended Phelps' bill.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Tuesday, Jan.* 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	147¾	149	.....
CBS A	21½	21¼	21⅜	+ ⅛
CBS B	21¼	21¼	21¼	+ ¾
Crosley Radio	10½	10¼	10½	+ ½
Gen. Electric	45	44¼	44⅞	+ ⅛
RCA Common	7¼	7	7⅛	+ ⅛
RCA First Pfd.	51	50½	50½	— ½
Stewart Warner	11⅛	10⅛	11⅛	+ ⅝
Westinghouse	108	106½	107¾	— ⅛
Zenith Radio	17	16	17	+ ⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅞	15⅞	15⅞	+ ⅛
Nat. Union Radio	¾	¾	¾	— ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

WSNJ Kiddie Show Moves

Bridgeton, N. J.—The WSNJ kiddie shows, which were put on for 14 weeks at the Landis Theater, Vineland, move to the Criterion Theater here for a new series starting Saturday. Last series had 67 kids, all members of WSNJ stock company. Jack Lee will produce the shows, with Fred Wood at the mike. A bakery is sponsor.

Fizdale Adds Accounts

Chicago — Tom Fizdale Inc. has added Falstaff "Public Hero No. 1" and Colgate - Palmolive - Peet "Stepmother" to its publicity accounts. Sam Geison has been sent to the local office from New York.

Ecclesine, Nell Join WOR

Joseph Ecclesine, formerly staff copywriter for Standard Brands, has joined sales promotion staff of WOR.

John Nell, formerly with Talon Slide Fastener, has joined the same department, replacing Edwin Clapham, who left for another post.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

RADIO WORRIES CROWELL

By HOWARD J. LONDON

RADIO always has leaned over backwards to avoid any conflict with newspapers or magazines. Time and again good copy angles have been conceived but because they were slightly competitive the idea was shelved. Radio was and is following the "Golden Rule."

But apparently some magazine publishers do not believe in the "Golden Rule." Some weeks ago the Crowell Publishing Co. started a series of advertisements which brought the radio vs. magazine issue to the printed page. The latest piece is entitled "People Who Back Shows Are Called Angels."

Crowell is stalking around leading with its jaw. A "must" rule in most media houses is that to damn another medium is forbidden. Competitive copy is out. Tell the advertisers the merits of your medium and let the buyer decide for himself, is the usual copy trend. Carping copy has no merit and it certainly is unethical.

Final paragraph of the current piece says, "If you are backing shows with money that should be spent to sell goods, you can do less spending and more selling in the magazines. People who back shows are called angels. Angels, you will remember, are pure spirits, uninterested in material rewards."

We wonder if Crowell realizes that they are classifying General Foods, Chesterfield, Lever Bros., Procter & Gamble, Standard Brands, Ford, Camels, Philip Morris, Lucky Strike, Campbell Soup and General Mills, all big magazine advertisers, in the "Angel" class.

Some years ago a group of magazines, including Crowell, attempted to discredit radio and hired Clark-Hooper for the job. The results were never published. They got the wrong answer. Wrong, in their estimation, because radio made a very good showing.

Paradoxically Crowell today is using radio and has been for some time. Coronet, Esquire, Look, Life, Time, True Story, Commentator, all highly successful magazines, are radio users.

The obvious reason for the ads is that the advertising revenue of the Crowell group should be higher. And they are blaming radio. Maybe some of the 91 new periodicals that came into the magazine field during the past year and the success of Life, Esquire, Time and True Story may have something to do with the switch of advertising away from the "regularly scheduled" media.

If Crowell is challenging radio to come out and fight, the radio people have plenty of good "demolition bombs" on the shelves. The most recent addition to the ammunition pile is the Fortune quarterly survey which found that "listening to the radio is the favorite American recreation."

Everybody likes a challenge. It stirs the barbarism in us. But this is supposed to be a civilized age. We hope Crowell will see the handwriting on the wall and discontinue the sniping.

COMING and GOING

GLENN SNYDER, vice-president and general manager of WLS, Chicago, is expected in town tomorrow or Friday. En route to New York he is stopping over in Washington.

TED HUSING, CBS sports announcer, will return from his Florida vacation tomorrow or Saturday. He is scheduled to appear as emcee at the Philadelphia "Poor Richard Club" gathering on Monday.

KENNETH L. SIBSON, manager of KRGV, Westlaco, is in New York for a few days.

KEN STOWMAN of WCAU, Philadelphia, was a New York visitor yesterday and plans to make the trip periodically now that station has opened an office here.

BUNNY BERIGAN is spending a week vacationing at Lake Placid.

WILBUR EICKELBERG, manager of KFRC, San Francisco, left Saturday for a three-week trip to the east, visiting Mutual stations in Chicago and New York.

LOUIS GRAF, national representative of XELO, in Tijuana, has returned to Southern California after spending the holidays with his family in San Francisco. For the next few months he will divide his time between Tijuana, Los Angeles and San Francisco.

MRS. E. M. DOERNBECKER, owner of KVI, Seattle, and daughter arrived yesterday in New York from California aboard the Santa Paula. MISS DOROTHY DOERNBECKER is assistant manager of the station.

AGRAP Committee Favors CIO

Meeting of the AGRAP committee of seven voting on a labor organization affiliation resulted in a ballot favoring a tieup with the CIO. However, a poll of the entire membership will be undertaken within the next ten days.

Fast Substitution Made By Canadian Producer

Montreal—Rupert Caplan, Canadian drama producer and known below the border for his shows through NBC, saved the day for Canadian Broadcasting Corp. the other day by substituting two radio plays at the last minute for a previously scheduled show. Caplan, a veteran actor and producer who worked for a time with Eugene O'Neill, was notified at his Montreal office by wire from Ottawa in the morning of the change in schedule. Immediately he grabbed two scripts, whittled them to fit a 60-minute spot, and cast them by phone. First reading was held over a cafeteria table. Musical background was selected and rehearsed early in the afternoon. Toward dusk the entire company was engaged in rehearsal, timing and synchronization of music and in mid-evening the plays were released to the national network without a flaw.

City Club's Radio Course

A 12-week course in public speaking and radio technique is being offered by the City Club of New York under direction of Baxter Pickering, advertising agency radio director and moderator of the "Citizens' Forum" radio program. This is the sixth season of the speaking course. An organization meeting, open to the public, will be held tomorrow at 8 p.m. in the club.



INTERNAT'L RADIO SALES NAMED REP FOR WLS, KOY

(Continued from Page 1)

located in key cities which do not have a Hearst owned station.

John Blair & Co., since Jan. 1 has been representing WLS and KOY on a temporary basis. Its contract with the stations expired the first of the year.

Three New Commercials Added to WLW Schedule

(Continued from Page 1)

added to WLW on Jan. 9 at 7:45-8 p.m. This is in addition to the Wednesday and Friday 7:15-7:30 p.m. productions. All three are musical shows with a 12-piece orchestra.

Household Magazine is sponsoring the 6-6:15 a.m. spot on the "Top o' the Morning Gang" over WLW. Their musical representatives are the Drifting Pioneers.

Titan Recording Activities

San Francisco—Ed Kraft, g.m. of Northwest Radio Adv. Co., Seattle, has renewed contracts with Titan Recording Studios to wax "Old Gardner" series for Gardner Nursery, Osage, Ia., featuring Barry Hopkins, for 1938.

Bennie Walker and Memory Roberts will make 104 recordings at Titan for Sego Milk of the NBC program, "Sego Milky Way", handled by Edith Abbott and Gillham Adv. Agency, Salt Lake City. John B. Hughes, KFRC newscaster for Borden's, has recorded a sales talk for the company, and Tobe Reed, KFRC announcer, and George Tolin are doing a special sales program for W. P. Fuller Co. (paint).

Max Graf, Titan production head, is back on the job after being laid up.

Ice Cream Series

A new commercial in contemplation has to do with the ice cream industry. S. Marchiony, president of the Marchiony Ice Cream Co., has engaged Richard W. Wallace, who has done scripts for WMCA, and Arthur C. Scanlon, writer of comedy sketches, to prepare scripts on significant and historical incidents in the history of ice cream—such as the sending of Roman slaves by the Emperor Nero to the mountains for snow and ice as well as flavors for ices which were popular in ancient Rome. Marchiony will, it is stated, transcribe scripts that meet with his approval.



NEW PROGRAMS—IDEAS

"Let Freedom Ring"

This is a series of dramatizations depicting the growth and winning of human rights. Show airs on Tuesday evening half-hour spot over WICC, Bridgeport, in the interests of the Fairfield County Parent Teachers Council. First episode was prepared by Office of the Interior, U. S. Education Department, and revised for local production by Mrs. Mildred Cantandella, radio chairman of the county PTA. It relates story of George Mason and the Bill of Rights, leading to signing of the Constitution. Cast includes William Eliott, Grace Breen, Kathryn Wallace, Herbert Gosweiler, William Donnelly, Joseph Falco, George Puglisi, Alice Maloney, and Raymond Guilter.

"Pet Peeves" on WMCA

A program in which participants will be given a chance to air their pet grievances, with a studio audience on hand to act as a jury to determine if the grievances are justified, starts Saturday at 7:30-7:45 p.m. over WMCA under the title of "Pet Peeves". Jack Shannon will direct the show.

"Youth in Modern World"

Growth of educational features finds KLZ in Denver airing this youth series, produced by city high school students. Show goes on each school-day afternoon, supervised by high school instructors. Denver schools tune in, with one of them assembling entire student body to hear the broadcasts through public address system. School officials say that 5,000 pupils are listeners, in addition to regular radio audience.

"Voice of Labor"

WRTD, Richmond, has this one. Object is to cover the local labor front, airing events in state and city from the labor viewpoint. First speaker was H. M. Monahan, A. F. of L. organizer and chairman of the Educational Committee of the Central Trades and Labor Council. Mr. Monahan spoke on "The American White Collar Worker." Other prominent speakers are scheduled.

Use for Old Xmas Cards

Henry Hickman, Inquiring Reporter on WFBR, Baltimore, last week asked his audience to use old Christmas cards in sending in their questions for use on the Tydol program. Result was the largest response Hickman has received in the two years he has been airing the show.

Cards will be turned over to a local shut-in agency whose members delight in reading the oftimes humorous verses.

N. Ray Kelly Will Head New NBC Sound Dep't

N. Ray Kelly, former chief of the NBC sound effects department, has been promoted to a newly created post of manager of the NBC sound effects development and maintenance division. Zale Dillon will continue as Kelly's assistant. The new division will cover all NBC managed and operated stations.

Dillon will handle the personnel and management of the department and will report to William S. Rainey, manager of the production division. Kelly will leave for Chicago soon to consult with NBC officials there about the new set-up. Idea behind the plan is to build up the sound effects departments in the 15 NBC managed and operated stations so that more network programs can originate from these outlets. Other NBC affiliates will also be offered a free counsel service by the department.

Axel Petersen Promoted

Axel Petersen, formerly assistant to Hugh A. Cowham, CBS commercial traffic manager, has been promoted to the post of assistant traffic manager.

Shortwaving Peace Program

A forum on "World Peace Through World Trade", with special music by Vittorio Giannini, to be aired Jan. 18 over WMCA at 11:15-12:15 a.m., will be short-waved internationally via W1XAL, Boston.

MPPA TO DISTRIBUTE RECORD ET ROYALTIES

(Continued from Page 1)

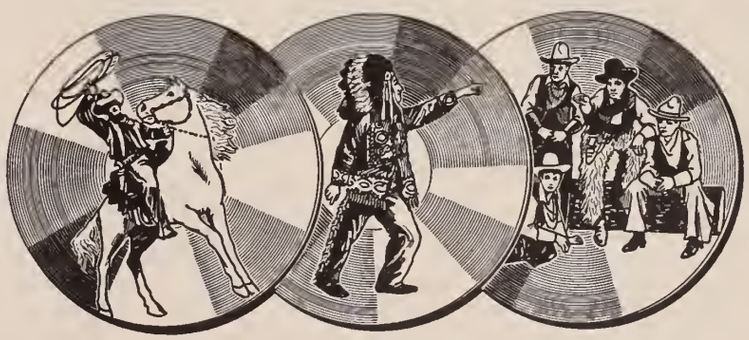
ownership and so-called small rights such as ET in the writer. Suit now pending is against Jack Mills Inc., the concern having accepted a song after June 1, 1937. Mills said he took the song with the understanding that the new standard form of contract agreed upon would prevail. Since no standard form was acceptable to all the publishers, the writers hold Mills accepted the song under the proviso that Article IX of the APA by-laws prevails and all mechanical rights were vested in the writer.

Press Agents Working Phony 'Censor' Charge

(Continued from Page 1)

negative answer, cry of censorship is started. P. A. tells his employer that NBC policy prevents his using the "big shot" because of the NBC rules. Actually the person "engaged" had never been contacted.

A p. a. story sent out yesterday regarding possibility of Mae West appearing on the Kate Smith show to defend herself in connection with the recent NBC broadcast was recalled later in the day.



SPECIAL NOTICE!!

TO ADVERTISING AGENCIES, THEIR CLIENTS, AND ALL RADIO STATIONS.

"THE LONE RANGER"

TRANSCRIPTIONS

Will Be Placed on the Market February Fifteenth

Tested and Proven as Radio's First Place Audience and Sales Builder

Write or Wire WXYZ, Detroit

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

KING-TRENDLE BROADCASTING CORP

MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., *Representative*

AGENCIES

JACK SLATTER, formerly with the All Canada Broadcasting System in Toronto, has been appointed managing director in Toronto for the H.S.G. Advertising Agency of New York City. His headquarters will be at the C.P.R. Building in Toronto.

ANNA E. SCHUSTER, office manager of Morris-Schenker-Roth agency, Chicago: John L. Snodgrass, director outdoor advertising; N. R. Backus, production director, and P. Wayne Jackson, his assistant, have resigned. Agency handles Premier-Pabst and American Can accounts.

FRANK PRESBREY CO., Chicago, has been named advertising counsel for Schwitzer Cummins Co., Indianapolis, makers of air conditioning equipment. Leroy A. Kling, Chicago manager of agency, is account executive.

JIM DUFFY INC. agency has moved to new quarters in the Conway Bldg., Chicago.

KOSS, MORGAN & BROOKES, promotion agency, Chicago, has changed its name to Brookes & Sons Co. Morton S. Brookes is president; John S. and Morton Jr., his sons, are associates.

R. J. POTTS & CO. advertising agency of Kansas City, has become affiliated with the Continental Agency network of which John Falkner Agency of Philadelphia is headquarters.

"Choral Contrasts" on MBS

"Choral Contrasts", weekly symposium of vocal groups, makes its debut Sunday at 9-9:30 p.m. over WOR-Mutual.

R-O'K Signs Larry Clinton

Larry Clinton and his orchestra, now heard over NBC on the RCA-Victor series, have been signed to an exclusive contract by Rockwell-O'Keefe Inc.

Pensacola Using Radio

Pensacola, Fla.—Part of the $30,000 municipal advertising budget to help sell the city of Pensacola and its advantages to tourists is being spent on WCOA, local CBS outlet. When the station recently celebrated its power boost, the city bought a block of six hours.

WICC, Bridgeport

Jeanne Poli is handling announcerial assignment on PTA Tuesday evening drama series, "Let Freedom Ring."

Frank Yorgenson brought his South Sea Islanders back to the schedules last night after a year's absence.

Mrs. Joseph Lopez is convalescing from an appendix operation in Bridgeport Hospital.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service



● ● ● **PERSONAL Postcards To: Wm. Wrigley Jr.: Will you please forward to us the name of the person who sold you on that Sunday show. We'd like to record his name for posterity as the "world's greatest salesman"....Rudy Vallee: Received yours of the 7th in which you state: "Speaking of coincidences, I noted in your column of Thursday the last lines about 'April' being a new star born in the premiere of 'Right This Way'. Is it possible she told you I sent her a wire from the Edison Hotel during intermission of opening nite using that very phrase?"....The show opened Wed. nite—after our column was written—so we never knew about your wire. But since you've mentioned it, how about an introduction?.... Milton Biow: How about getting some oil into your swivel chair? It's very annoying to your listener....Gwen Jones: Understand that 25 members of the "Gang Busters" staff threw you a farewell party last Wed. nite after the show—and Phil Lord lifted the check. We don't believe it!....Dave Davidson, advertising manager for Atlas Radio Distributing Corp.: Thanks for taking our suggestion and hiring Sid Schwartz as your assistant there. ....Lenox Lohr: After NBC announced that it would drop "Sen. Fishface" and "Prof. Figgsbottle" as a sustainer, 35 wires were sent to stations on the net carrying the show asking for a reaction. Thirty replies insisted that they remain—which they will.**

● ● ● *Harry M. Warner: Your "Hollywood Hotel" flicker which uses such air names as Dick Powell, Rosemary Lane, Frances Langford, Louella Parsons, Jerry Cooper, Benny Goodman's crew, Raymond Paige's music and Ken Niles—all giving grand performances—proves that the movies may continue borrowing from radio—and turn out topnotch screen entertainment by so doing. The "Hotel" flicker should not only make nice noise at the box-office, but it's a nice compliment to radio as well.*

● ● ● **Walter Winchell: Now that you and Louis Sobol kissed and made up on your feud New Year's Eve, we suppose you'll attend the testimonial luncheon being tendered him Friday at the Astor because of his services rendered to the American Federation of Charities....Beatrice Fairfax: After that story appeared in the Mirror about Teddy Powell being jilted he received some 1,800 letters from girls offering themselves to replace his lost love....George W. Hill: We'd like to take this opportunity of suggesting David Ross for some wordslinging job on your many shows. His voice is the most soothing and definitely a natural plug for ANY ciggie—or other throat product!....Alfred McCosker: In our "Thanks for the Memory" pillar we failed to include your WOR for supplying us with the fine music via remotes in 1937. Our dials are constantly set for your outlet in the late evenings because there's a newcomer always making good somewheres....Bill Paley: Suggest you cash in on the billiard playing of your Herb Rosenthal who took over Jonie Taps—who took us over during the week-end....Jack Adams: Another big account is on its way over to you at Erwin, Wasey.**

● ● ● *Mayor of Lakeside, Fla.: After your Chamber of Commerce invited Alice Cornett, hometown girl who made good in the big city, to come to you for a New Year's reception—she begged off because of radio commitments. However, to show her appreciation to the folks back home, she'll invite you to spend a few days with her in New York where you'll be wined and dined at the Waldorf....Damon Runyon: Sports fans have been keeping Chase & Ludlam, who prepare NBC's Sports Question Box, busy checking questions. They had to go to the Rules Committee of the U. S. Golf Association for one that's to be answered this week..*

GUEST-ING

GEORGE and FLORENCE ARLISS in "Disraeli," on "Lux Radio Theater," Jan. 17 (CBS, 9 p.m.).

GEORGES ENESCO, guest conductor, Philharmonic-Symphony Orchestra, Jan. 16 (CBS, 3 p.m.).

JULES ECKERT GOODMAN, playwright, interviewed by Vivian Shirley, today (WNEW, 2:30 p.m.).

FAY WRAY, with Tyrone Power in "Story of Natchez," on "Hollywood Playhouse," Jan. 16 (NBC-Blue, 9 p.m.).

SENATORS D. I. WALSH and GERALD P. NYE, on the MBS "Forum", Jan. 16 (MBS, 7 p.m.).

ALONZO DEAN COLE, on Pat Barnes show, Jan. 15. (MBS, 8 p.m.).

Northern Broadcasting Co. Built Up Into Strong Chain

Montreal—After five years of hard work building up Northern Broadcasting Co. Ltd. into one of the most powerful and aggressive broadcasting companies in Canada, Roy H. Thompson, president and founder of the firm, is taking a holiday in Florida. It is his first vacation in more than five years.

From a small start several years ago, Northern now operates CKGB, Timmins; CFCH, North Bay, and CJKL, Kirkland Lake, all in northern Ontario. Company has sales offices here and in Toronto, while Weed & Co. represents it in the U. S. Its three stations are basic on the new CBC commercial network and at present broadcast about 20 sponsored shows received over the wires weekly. The outlets carry more national and local advertising in their 16 hours daily schedule than any other stations of similar size in Canada. Six of the eight leading U. S. programs as chosen by Fortune are carried by Northern stations.

An aggressive merchandising department and a program publicity department are part of the stations' activities, and a recent addition is Transradio news on the hour.

Jack Cooke manages Northern's Toronto office, with Donald L. Bassett in charge here.



PROGRAM REVIEWS

"For Men Only"

Vitalis program, formerly heard on the WLW Line, switched Monday to the NBC-Red network at 10:30-11 p.m. Peter Van Steeden orchestra and Peg La Centra, vocalists, are regular features on the new show. Guests on the opening stanza were several sons of famous men. These included Elliott Roosevelt; Bernard Dugal, son of Otto Harbach, librettist; Rudolph Friml, Jr.; Keenan Wynn, son of Ed Wynn, and others. Dugal and Friml enacted a sketch based on their fathers seeking a suitable song hit for "Rose Marie," finally evolving Indian Love Call while mooning around Central Park; Keenan Wynn imitated his father.

Elliott Roosevelt spoke on the handicaps that beset the sons of prominent men and how he decided to clear out of Washington and go out on his own. In closing he mentioned his Hearst Radio affiliation, also its sales subsidiary, and gave his staff a plug. Incidentally, he has the makings of a very fine commentator on his own.

Vitalis credits were short and leaned toward an easy method of maintaining good appearances. Guests for next show include such names as Hannah Williams, Paul Sullivan, WLW commentator; Richard Barthlemess, Frank Chase and Geo. Ludlam. First NBC program ran off smoothly and was entertaining.

Ruthrauff & Ryan is the agency.

"Brush Creek Follies"

Built around the Texas Rangers, the KMBC instrumental and vocal unit recently heard as a sustainer on CBS, this barn dance show opened Saturday over KMBC at 10-11 p.m. from the stage of the Ivanhoe Masonic Temple, Kansas City, to about 1,200 paying customers who thoroughly enjoyed its generous line-up of barnyard and cow country acts. Featuring a community sing and an amateur contest as a curtain raiser to the air program that follows, this show follows the generally accepted pattern for offerings of its kind. However, its acceptance should be assured by the presence of such seasoned performers as Tex Owens, locally popular singing cowboy, Glad and Woody Smith, Fran Mahaney, Herb Krataska and Clarence Hartman of the versatile "Rangers" group.

In addition to the regular studio talent, Germaine Haskins, soprano, and Manny Roy, tiny boy soprano with an engaging manner and a beautiful voice, contributed much to the program, while Eddie Krause, who shared emcee duties with Woody Smith, did a neat job with the community sing. The show is produced by Fran Heyser and Jimmie McConnell.

"Melody Puzzles"

Previously heard via WOR under title of "Melody Mysteries," this American Tobacco Co. (Lucky Strike) show started over WJZ and NBC-Blue network Monday night at 8-8:30. Program is a guessing contest, with titles of songs being concealed in dramatized bits. After each skit, contestants are asked to guess song title. Cash and cigarette prizes are given the contestants, eight in number, and in addition there are awards for persons submitting the skits. It's a clever setup, making for entertainment as well as calling for the exercise of mental alertness.

After each title is revealed, the song is sung by either Buddy Clark or Freddie Gibson, with Harry Salter's Orchestra supplying musical background. The musical end is first-class in all respects, especially Salter's conducting. Fred Uttal does a swell job as emcee.

Lord & Thomas is the agency handling account.

"UNIVERSAL COMMERCIAL SERVICE"
80 live, expertly written announcements covering 24 different lines of business every week — $1.00. Samples furnished cheerfully. *Write today—*
UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City

ORCHESTRAS - MUSIC

SAMMY KAYE's trademark, "Swing and Sway," written in collaboration with his arranger, Pat Patterson, will be published soon, reversing the usual order of adopting a published song as an identifying number.

Ernie Holst, who opened last night at the Book-Cadillac Hotel, Detroit, will be heard five times weekly in Detroit. Later in the month he will begin a twice-weekly CBS schedule. Norman Moon is featured vocalist.

Harry Breuer, whose orchestra is heard several times weekly over WRJN, Racine, Wis., is playing a new musical instrument of his own invention. It is a combination xylophone, marimba and vibra-harp and weighs about 500 pounds.

Joe Sanders leaves Chicago this week to open at Palace Hotel, San Francisco, on Jan. 21. Sterling Young, who is playing at Palace now, comes to the Stevens Hotel, Chicago, on Jan. 27.

Mark Warnow, CBS musical director, has commissioned Ben Baron to write lyrics for the unique compositions written by his brother, Raymond Scott. Baron, 19-year-old genius, has already given words to "Swing, Swing, Mother-in-Law" and "Reckless Night Aboard An Ocean Liner." The tunes will be presented by Warnow on the "Magazine of the Air," over CBS.

Negotiations have been started to bring Ray Ventura and his orchestra to New York from abroad for the World's Fair, according to Inter-Continental Productions Inc. Leo Reisman's engagement at the Paris Expo last summer creates an opportunity for a reciprocal arrangement.

Eddie Duchin on the Elizabeth Arden Mutual web show, is taking a poll of some 150 women's colleges as a means of obtaining a list of "famous" romantic melodies, which list will be subsequently heard on his programs.

Musical director Lee Grant is featuring novel orchestrations on radio's longest commercial, WMCA's "Grandstand and Bandstand" show. Grant uses his full orchestra, derives a rhumba combination, swing quartette, and a jam combination to portray his versatile arrangements of varied tunes.

Ruby Newman and his orchestra go into the Rainbow Room tonight. This is their third engagement in the night spot. NBC wire will air the band twice weekly.

Exclusive Publications' musical program for the early part of 1938 will include the publication of Duke Ellington's "Azure" and "Chatterbox," the Benny Goodman-Chick Webb tune, "If Dreams Come True," the Gussak-Kelly-Maffe stomperoo, "Catwalk" and Buster Bailey's "Dizzy Debutante." In addition, Sidney Mills, general manager, will continue the exploitation of the firm's current song hit, "In an Old English Village."

The long much talked of Battle of Swing between Chick Webb's and Count Basie's bands has been definitely set for Sunday night at the Savoy Ballroom.

WHO, Des Moines

Adolph Schneider has joined the news staff. He will have charge of compiling news for facsimile transmission, which is to start soon.

Roy Pratt, transmitter engineer, is now a benedict.

Lambert Bartak, accordionist, has joined Al Clauser's Oklahoma Outlaws.

Phil Baker Renews Writers

Sam Perrin and Arthur B. Phillips, writers for the Phil Baker program for the past four years, have had their option lifted again.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

PROMOTION

"Our Personal Check"

"Dear Friends," reads a letter from Jordan's Uncle Pete and Louise, airing for the store over WNEW, "Our sponsors have again rewarded us with a bonus. . . . We want you to share this bonus with us. We are, therefore, enclosing our personal check which will be honored by Jordan's as cash, on the purchase of any cloth coat or fur coat in stock," etc.

Letterhead had picture of the radio favorites, and "check" enclosure was redeemable as stipulated at Jordan stores in Newark and Paterson, N. J. The certificates are still being redeemed, and many letters of thanks have even been reported from enthusiastic listeners. Mailing was under direction of Schillin Advertising Corp.

Extra Service

Extra services to advertisers are playing an important part these days in renewal buildups at KLZ in Denver. Beside the usual courtesy announcements and program previews, station offers exploitation in weekly program schedule, mailed to a selected list of 5,000. Sponsors are also offered the benefit of an exclusive movie trailer service and hook-up with the state press, as well as added promotions in lobby and window displays.

Reservations to publicize programs through the movie trailers are booked far in advance. The press connections provide a tie-up with more than 100 state and regional daily and weekly papers. Station has also leased cabinets located in Denver's newest hotel auditorium, offering them to advertisers for display purposes.

"Your Invention" to WHN

Sam Hammer, whose "How About It" program joined the WHN-WLW Line schedule last night, brings another of his shows, "Your Invention", heard for some time on WMCA, to WHN starting Friday at 9:30-10 p.m.

Results COUNT MOST
CKWX
VANCOUVER, B. C.
The Popular Station of Canada's Third Largest City
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Los Angeles

WINIFRED KISER has been assigned to writing all future scripts for the Federal Radio Theater's "Deep in the South" programs over KHJ-Don Lee. The all-negro program is under the supervision of Buckleigh Oxford, with Wayne Griffin producing and Sherman Walker directing, and is heard each Wednesday night at 8:30-8:45.

The Public Affairs Department of CBS has compiled a summary of activities of the department on the Pacific Coast during 1937 which reveals that 1413 broadcasts, covering 355 hours, were devoted to public affairs. These included the George Gershwin Memorial Concert, Los Angeles Philharmonic broadcasts, and many others of national importance arranged by Fox Case, head of the department.

The midnight benefit show arranged by friends of the late Ted Healy for the purpose of raising funds to assist his widow has been set for Jan. 22 at the Warner Hollywood Theater, and among picture and radio people volunteering services to date are: Al Jolson, Dick Powell, Rudy Vallee, James Cagney, Pat O'Brien, Olsen and Johnson, George Jessel, Bert Wheeler, Spencer Tracy, Ray Bolger, John Boles, John McCormick and many others prominent in both fields of entertainment.

Bob Garrett succeeds Warren Stokes as conductor of "Pick of the Pictures" on KEHE. The daily feature is produced by Bob Le Mond, with Claude Sweeten, musical director at the station, personally waving the baton.

Standard Oil has signed for three time signals nightly from KNX for a period of one year. McCann-Erickson agency signatured.

Durward Howes, whose "Birthday Bill" congratulatory messages have long been a feature over KECA, has had his time allotment switched to Monday, Wednesday and Friday at 4:30 p.m.

"Doc" Powers played host to radio newsmen and most of the local transcription producers at a mid-afternoon to midnite cocktail party in honor of Don Service, attorney for Dennison Estates of Sydney, Australia, who is here in the interests of station 2GB, represented in this country by the good Doctor.



Greetings from Radio Daily

Donald Flamm — Patsy Kelly
Harry Reser — Sid Silvers
Smiling Ed McConnell

KHSL Flood Rescue Work

Chico, Cal.—Things are about back to normal at KHSL after a disastrous flood in which the station rendered service similar to last year's Ohio River incidents. As an instance, there was the case of a family marooned on the roof of their home. They took their small radio with them and by this means they were able to hear flood broadcasts and avail themselves of help in escaping doom. Many persons were perched in trees for hours before being rescued. Station cooperated with telephone company in getting messages to marooned families. Harold Smithson, president and general manager of Golden Empire Broadcasting Co., which has KHSL here and KVCV in Redding, has been highly lauded by the communities that were in the flood for the fine services he rendered.

KANSAS CITY

Rose Ann Carr, WDAF soprano, takes over the Showalter Shoe Co. Sunday afternoon commercial formerly handled by Pat Dunn, who left last week for Hollywood.

Fred Weingarth, WDAF sports announcer, is laid up following extraction of wisdom teeth.

KCMO has sold 100 dramatized spots to Reserve Mutual Casualty Co.

George Couper Jr. of the KXBY sales staff is in Chicago for one week on business.

WHB has a new "Magic Kitchen" show on a quarter hour morning spot, handled by Dick Smith with Clara Dyer as economist and Al Stine producing scripts.

Les Jarvies, WHB announcer, is producing a new commercial hillbilly show for WHB-Colonial Chicks.

Kenneth Young, announcer, has rejoined the staff of KCKN after a temporary leave of absence. Young, only 18 years old, also holds an engineer's ticket.

Gertrude Wilkerson, featured by KCKN on daily commercial for Bliss Syrup Co., is now doing a quarter hour vocal program twice a week, while a former KCKN artist, Betty Wendell, has returned to the air with a program of personality songs.

A. & P. on WATL

Atlanta—A. & P. Food Stores will sponsor "The Treasure Chest", a 25-minute program, daily except Sunday over WATL. Maurice C. Coleman, manager, is handling account. Displays on counters of some 140 A. & P. stores will exploit show.

CBS Signs Edmund MacDonald

Edmund MacDonald has been signed by the Columbia Artists Inc. for radio and movies.

Anice Ives on Sick List

Anice Ives of WMCA "Every Woman's Hour" is on the sick list. She has grip, but is expected back at the station by the first of the week.

United Oil on WRBL

Columbus, Ga. — "Columbus News Hi-Lights", five-minute program of local news, has been started over WRBL by United Oil Corp. Contract is for 52 weeks.

Bill Dougherty to WRBL

Columbus, Ga.—Bill Dougherty of Albany, N. Y., has been made program director at WRBL, managed by Jim W. Woodruff Jr.

NEW HAVEN

"Answer Me This", WBRY quiz program conducted by Bob Stuart, has tied up with Paramount Theater on a guest ticket give-away.

"Ma-jic", WICC number game sponsored by Majestic Laundry, has been cancelled pending FCC investigation of this type program.

Very Cruse, WELI songstress with Worthy Hills ork at Pavilion Royale, has had several important auditions since her selection as beauty queen at Havana.

Blevin Joins McGillvra

Chicago — James Blevin, formerly with N. W. Ayer & Son, has joined Joseph Hershey McGillvra as manager of Chicago office. McGillvra is at present on a trip to Chicago.

Whitfield on Hayden Shows

Philip Whitfield, opera baritone, will make several guest appearances in February and March on Syd Hayden's WNYC programs, "Everybody's Hobbies" and "Hiking and Camping".

KGVO, Missoula, Mont.

Verne Sawyer, special events announcer, received a monogrammed gold pencil from Office Supply Co. because his daily remote from the store was one of the past month's outstanding programs.

"The Farm Clinic" is being presented in the interests of farm listeners. M. M. Oliphant, county agent, and Helen Allen, county home demonstration agent, appear in the biweekly program.

A. J. Mosby, manager, recently renewed the Ronan Booster Series, ponsored by Ronan, Mont., Chamber of Commerce.

Child psychology problems are taken up in a program scripted and delivered by Dr. A. H. Cross.

Mary Bills writes, directs and appears in the weekly "Story Party" for Garden City Dairy Co.

WFAA, Dallas

Ralph Nimmons, program director, has put on a new sustainer, "What's the Name of That Song?" Walter Hancock sings the theme and Ray Le Pere plays the organ. Program is an uninterrupted musicale, with announcer giving titles at end of the 15 minutes.

Hal Thompson gave listeners a round of table tennis in one of his recent "Sports Page" broadcasts.

Chicago

LORRIS GIZZI, leading man of Remo Conti's Italian dramatic hour over WGES, has been signed to a long term contract by Paramount Pictures to appear in Italian films.

Hoosier Hot Shots "Album of Song" due to emerge from publishers this week. They are scheduled to make an appearance at Milwaukee civic auditorium on Jan. 22.

Roy Shield and orchestra are providing the musical backdrop for Fitch's Interesting Neighbors with Jerry Belcher now that it has expanded to a half hour.

NBC Breakfast Club lineup has been changed bringing the Three Romeos on Monday; Escorts and Betty on Tuesdays and Fridays; Vagabonds on Wednesday; Ranch Boys on Thursday; Cadets on Saturday. Don McNeill as m.c. and Walter Blaufuss' music heard regularly.

Dave Dole has been revealed as the guy who plays "the talking dog" on the John Morrell-Bob Becker program.

N. M. Belcaster is associate director of the new Associated Radio Productions, organized here last week with Stuart Haydon as executive director.

Jess Kirkpatrick, Mutual singer and emcee, donated a pint of blood for a transfusion for a friend the other day.

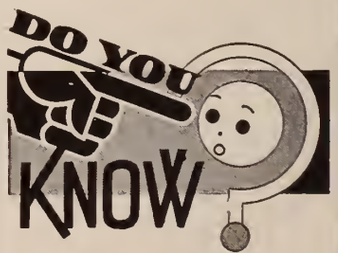
WCAE, Pittsburgh

Musical Director Earl Truxell has the baton back in his right hand after a week of waving the stick with his left arm. An old baseball injury cropped up last week and Earl was barely able to lift the right member.

Station is feeding the Carnegie Tech student symphony orchestra to Mutual system on Saturday afternoons, 1:30-2. Dr. J. Vick O'Brien conducts.

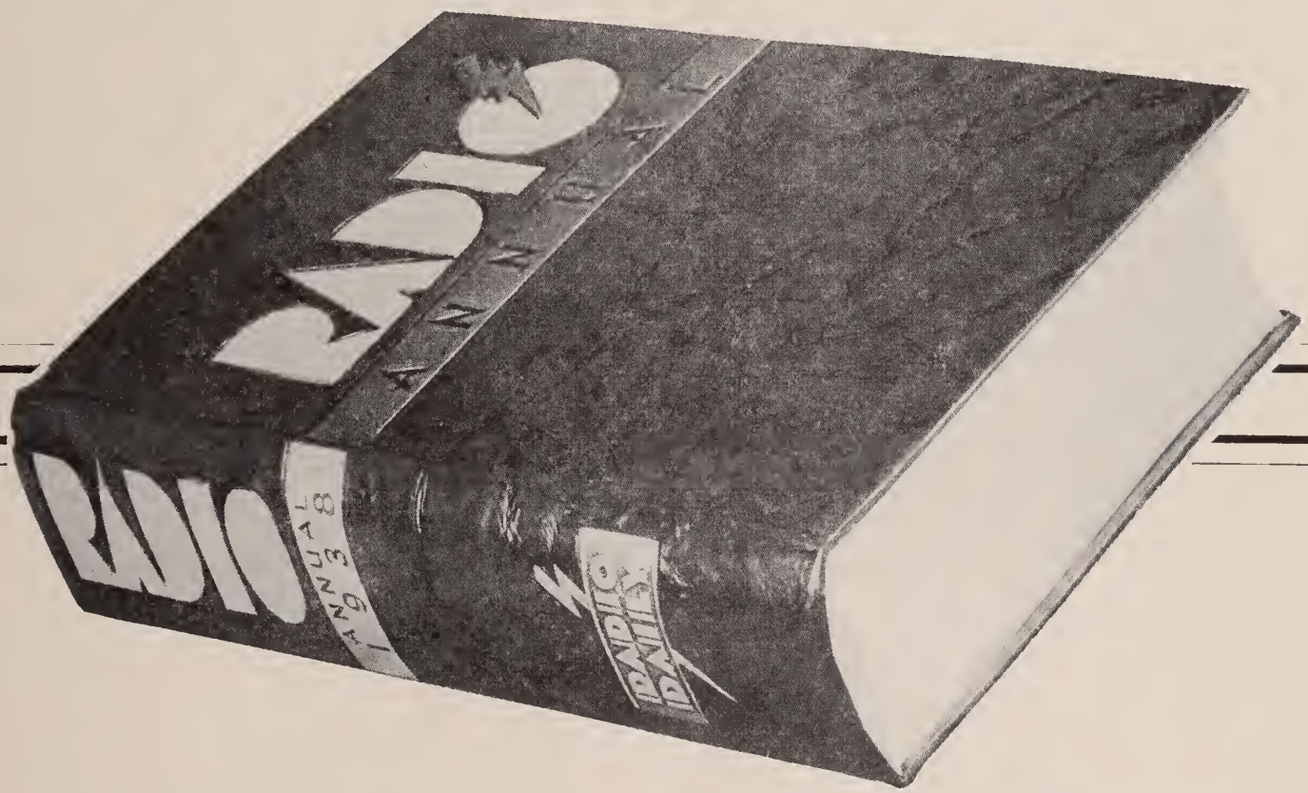
Special features this week included 15 minutes of story telling by Alexander Woollcott. The writer is appearing this week at a Pittsburgh Theater in "Wine of Choice."

Chief Engineer Jim Schultz is back at his desk after a week's siege with the flu.



About 85 per cent of Great Britain's 11,500,000 homes are now radio-equipped.

NEVER *in* THE HISTORY *of* RADIO HAS THERE BEEN SUCH A FINE *and* DISTINGUISHED LIST *of* WRITERS *on* BROADCASTING *and* TELEVISION AS WILL BE FOUND *in* THE COMING



Throughout 1938 you will find RADIO ANNUAL on the desks of busy executives everywhere. A ready reference work covering radio completely.

...distributed complimentary to Radio Daily subscribers as part of Radio Daily Service.

READY FOR DISTRIBUTION IN FEBRUARY

PHILADELPHIA

George Gerhardi is out as director of German programs at WPEN. Anti-Nazi groups had been bothered by his broadcasts.

WFIL will feed a series of intercollegiate debates to Mutual. U. of Penn, debating team will be featured.

WIP plans a concerted drive for special event and stunt programs.

Anne Fitzpatrick is the newest addition to WIP's publicity department.

KYW's Norman Sickle has written a new dramatic serial called "Behind Closed Doors," which goes on the air shortly. Cast includes Paula Markmann, Edythe Rodaye, Henry Jones and Warren Wright.

Gene Irwin, half of the piano team of Mann and Irwin, aired over WFIL, has penned a new tune called "Don't Tell Me."

Bert Balus, heard over WCAU's Varieties with Larry Vincent and the Tell Sisters, has to use a platform to reach the microphone.

Stoney McLinn, WIP director of sport broadcasts, is returning to his chores after being absent for several weeks due to illness.

Ben Alley of WCAU returns to Pottstown, where he received his first radio contract, to make his first personal appearance since 1929.

KYW's Arthur Hinnett will record organ swing music for Decca.

It took eight years for Murray Arnold of WIP and Manning Hall of WPEN, both p.a.'s of their stations to meet again, after being co-workers for the Broadway Magazine.

Giuseppe Russo and Clara Avella are now being starred in a new musical drama over WPEN.

George Hogan is back at the microphone at WCAU after an illness.

Jack Hutchinson is the latest to make his debut with his songs over WIP.

KIDO, Boise

Vern Moore and Roy Civille, special events announcers, are back from a Sun Valley ski jaunt.

C. G. Phillips, manager and a veteran basketball announcer, is back at the mike for the current season.

"Uncle Billy" (Billy Phillips), chief announcer and program director, had one of his kiddie program members, 4-year-old Marjorie Black, guesting on "Roy's Boys and Girls," half-hour revue conducted by Roy Civille.

ONE MINUTE INTERVIEW

ARLENE HARRIS

"I just couldn't use a script in front of the mike. I came to radio from vaudeville, for one thing. Naturally, I wasn't accustomed to working with a script. Then, too, the very nature of my delivery prohibits reading my lines. I talk so fast that I'd get all tangled up if I tried it."

☆ Coast-to-Coast ☆

RATHER than depend upon "spot news" for his WNEW sportscasts, Thornton Fisher is including a regular series of features for his Tuesday, Thursday and Saturday night broadcasts. Among them are "Fights That Made History," "One Punch K.O.'s" and "Hoaxes in Sports." At the same time, Fisher will not ignore present-day events of interest.

William Blevins' Negro Choir on WSGN, Birmingham, has pleased its sponsor so well that program not only has been renewed for 26 weeks but the show has been lengthened for 15 minutes. Booker T. Washington Burial Insurance Co. is the sponsor.

The Hob Nobbers, a WHKC (Columbus) feature, now being sponsored by Felber Biscuit Co. Charles V. Lutz will do the commercials.

Eva vom Baur Hansl, journalist and clubwoman, will speak at 5:45-6 p.m. today over WQXR on "Women on the 1938 Horizon."

Connie Desmond, announcer at WSPD, Toledo, recently was awarded a gold wrist watch by General Mills for "outstanding baseball broadcasting."

A new dramatic group—the WSPR Barnstormers — has been formed at WSPR, Springfield, Mass., under the direction of Wayne Henry Latham, program director. Members of the group are mostly former members of the now disbanded WBZ players.

Sugah, singing star of the Pepper Uppers program, will return to the fold Sunday after a three-week vacation in Havana. Alexander Keese and the Pepper Upper orchestra, Jimmie Jefferies, Roy Cowan, Lotie Loftin, Ruth Salter, the Pepper trio and ensemble plan a rousing welcome.

The "Kidoodlers" have been signed by the NBC Artists Service for Fleischer cartoons.

Universal Radio Programs Inc. has added six stations to its list of subscribers taking a weekly Commercial Announcement Service. Latest additions bring the number of stations taking the service to 48.

Swor, Lubin and Fields are making disks for Alka-Seltzer. Talent set by NBC Artists Service.

Harold Ickes will be heard over Mutual on Jan. 23 at 2:30-3 p.m., when he addresses the "National Conference for Palestine."

WISN, Milwaukee, has moved its "Treasure Hunt" program to 3 p.m., when the list of articles are given, with winners being interviewed at 4:30 p.m. Change was made because of demands of listeners. Walgreens is sponsoring the series, which has become a highly popular Sunday feature.

Rosemary de Camp rejoins the "Dr. Christian" cast next Sunday over CBS with the return of Jean Hersholt to Hollywood from New York. Miss de Camp plays the part of Judy Price, secretary.

Lawson Zerbe has an important role in the new "Waterway Wanderers" show which is being featured in conjunction with the National Motorboat Show. This program is heard from Monday through Thursday at 6:15, over WEAF.

The weekly Travel Talks on WNEW are now presented at 9:15 p.m. on Tuesday evening, instead of on Wednesday. Broadcasts are under the direction of Leonard A. Harris of the Brooklyn Eagle.

Daniel K. Weiskopf has resigned as vice-president of National Distillers Products Corp., but will remain a member of the board of directors and the executive committee of the board. He plans to devote most of his time to rest and travel.

Jan Williams has joined the staff of KOIN-KALE, Portland, Ore., in the dual capacity of singer and member of the production department. Williams, who is a tenor, comes from WHO, Des Moines, where he spent the past 18 months as vocalist and continuity writer. Prior to that time, he was a member of NBC's vocal staff in Chicago.

Ed Ingle, who handled the Dance Internationale during its campaign here, is back in radio and allied fields again as free-lance publicity man. Ingles also has been made press head for the Griffith Music Foundation of Newark.

Ben Alley commercial on WCAU for Household Finance moves to a new time Monday, with a show three times weekly at 11 p.m. and three shows weekly at 6 p.m., replacing the strip across the board at 5:30 p.m.

The first get-together of the CBS Adult Education Board will be held on Monday. Recommendations for new CBS programs will be submitted by the chairman, Lyman Bryson.

Bernice Claire, Joe Sodja, Irene Beasley, Prof. Quiz, Eton Boys, Del Casino, Ted Husing and Leonard Hole will entertain at the Annual banquet of the Philadelphia "Poor Richard Club" on Monday.

Alden Edkins, basso, has been signed for the Griswold Mfg. Co., commercial starting on WEAF and WCAE on Jan. 23, Sundays, 9:30 a.m.

LOUISVILLE

Meador Lowrey, WHAS news commentator, appointed studio director, succeeding the late Herman F. "Pete" Monroe.

Bill Bond, WAVE announcer, and Mrs. Bond spent two weeks in New York visiting his brother, Ford Bond of NBC.

Elizabeth Sweets, for the past several years in New York, airing on NBC and WOR children's programs, has returned to Louisville, and will be heard shortly over a local station. Formerly aired over WHAS as well as writing scripts.

New staff ork at WAVE is directed by Harry Diekman, local maestro.

Larry Sunbrock of National Fiddlers Association staged big jamboree at Jefferson County Armory on Sunday. Georgia Wildcats, Natchee's Indians, Curly Fox and His Foxhunters, Cousin Emmy's Kinfolks and other radio acts participated.

Salt and Peanuts, WHAS singing team, sporting new car.

Bill Bryan, WHAS announcer and writer of the column, "Air Waves," in Louisville Times, now filling a 6 p.m. sustaining spot with songs on WHAS.

KSL, Salt Lake City

Station's artist bureau furnished talent for Kiwanis Conclave and Rotary meet the past week.

Two remotes weekly with Jelesnik and his ork from Hotel Utah Empire Dining Room join the late evening dance log.

Frank McLatchy, account exec, has renewed five local accounts for one year each, and four other commercials have been added.

WKY, Oklahoma City

Allan Clark, production manager, ill with flu.

Evelyn Huff, from receptionist's desk to secretary of the executive department.

Frances Dowtin new receptionist.

Exclusive on name-bands booked in municipal auditorium by Mrs. Frances Potter Hauser obtained by WKY. Wayne King has first spot.



STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 9 NEW YORK, N. Y., THURSDAY, JANUARY 13, 1938 FIVE CENTS

Chi May Lose Top Bands

Looking On
.... AND LISTENING IN

AT RANDOM Playing a guest shot is the toughest of all assignments for a radio comedian. Even Benny, Cantor and Allen take a few minutes to warm up before the sparks begin to fly on their shows, yet a visiting star on a program is thrust abruptly into the scene and he must be funny instantaneously or he's considered a flop.

Worthy of being framed is this excerpt from a recently heard WOR commercial: "Advertising is a form of news. It tells people about desirable products which otherwise would be unknown to them."

Playing to the studio audience is becoming more prevalent — and squawks from listeners are getting louder.

One of the biggest needs of radio today is a clearing house to bring together, quickly and efficiently, the creators of program ideas, including writers of scripts, and sponsors looking for good material.

Elliott Roosevelt is the latest member of the same illustrious family to display unusual qualifications as a commentator on the air.

Radio industry is breeding a future serious problem for itself in the vast amount of free attendance that is being permitted at broadcasts.

Why aren't more novels, old and new, dramatized for the air on a serial basis, a chapter a day?

——D. C. G.

Boost Competitors

St. Louis—WEW has the neighborly spirit. It is the plan of Program Director Arthur T. Jones, before station signs off at dusk, to tell listeners about the best programs nightly over other local stations and remind them of WEW's schedule next day. Idea is to attract interest of advertisers who have been invited to mail their plugs regularly to the station.

NEHI MUSICAL PROGRAM STARTS IN MARCH ON NBC

Nehi, the beverage, in March will start a musical show on the NBC-Blue network, Fridays, 9-9:30 p.m. Station list not set as yet.

George Olsen and his orchestra, Teddy Bergman and Tim and Irene auditioned for the spot early this week.

Reorganization, Expansion At KDYL, Salt Lake City

Salt Lake City—Sweeping reorganization of the program, production, continuity and personnel departments of KDYL has been effected by S. S. Fox, president and general manager.

George Snell, former assistant production manager, assumes R. T. Harris' job and continues as publicity director. Ted Kimball, formerly of WRC, Washington, NBC outlet, is new director of live talent and special events. By Woodbury has been appointed musical director and has completed arrangements to hire a complete staff orchestra of 14 pieces. Floyd Farr becomes chief announcer

(Continued on Page 6)

Brokerage Firm Finds Radio Leads in Results

Boston—A survey of media conducted by Stephen Paine, member of Paine, Webber & Co., brokerage firm, revealed that radio led in effectiveness, not only in bringing new business to the firm, but also in reopening old accounts. The broker presents two broadcasts daily over WBZ and WBZA.

Eight Spots Give In to Networks' Remote Fee of $100 Weekly—Others Without Outlet—Stations Add Musicians

Wrong Record

Pittsburg, Kan.—While KOAM's regular switchboard queen and station's news man were respectively out to lunch, and the blonde steno was at the hello board, somebody called up and said: "I have a death record I want to give your news man."

"Bring it right up," replied the blonde, "and we'll put it on the transcription table and play it for you."

Chicago — With next Sunday the deadline, the following night spots have capitulated to stations' demand for $100 a week service charge: Chez Paree with Henry Busse, Grand Terrace with Earl Hines, Oriental Gardens with Louis Panico on NBC; Blackhawk with Kay Kyser, Yar with Ennio Bolognini on Mutual, Edgewater Beach with Orrin Tucker (which does not have to pay owing to a contract running to 1939),

(Continued on Page 3)

2 NBC COMMERCIALS RENEW FOR 52 WEEKS

Two more NBC clients, Lewis-Howe and Lady Esther, have signed 52 week renewals with the network.

Lady Esther series will be renewed on 41 Red stations, Tuesdays, 8:30-9 p.m., effective Feb. 1. Program features Wayne King and his orchestra. Lord & Thomas has the account.

Lewis-Howe on Jan. 27 renews

(Continued on Page 3)

Crowell Pub. to Start Midwest Test Series

Crowell Publishing Co. (Country Home) on Monday will start a 13-week test series of five-minute live script shows on three midwest stations (KFRU, Columbia; WNAX,

(Continued on Page 2)

FCC CALLS CONFERENCE ON PRESS FREQUENCIES

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—FCC is inviting press associations and other interested parties to attend an informal conference Jan. 27 for the purpose of discussing rules and regulations which may be

(Continued on Page 3)

ANA Annual Convention Sept. 28 in Hot Springs

The Association of National Advertisers Inc. will hold its 28th annual meeting at The Homestead, Hot Springs, Va., Sept. 28-Oct. 1. In accordance with the usual custom, part of the meeting will be closed to all but members, and part will be open to invited guests.

Arthur E. Tatham, Bauer & Black, Chicago, is chairman of the Program Committee.

AFM Board Meet to Decide Further Radio Questions

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

Chicago—Ruthrauff & Ryan here reports the biggest billing in its history for February. January also is near record. Agency has launched new spot campaign for Holland Fur-

(Continued on Page 2)

Disposition of stations that have not signed with the AFM on new musician contracts, also the status of the electrical transcription and phonograph record company new license agreements, will be made known by the AFM following meeting of the International Executive Board opening Jan. 17 in Miami. Pres.

(Continued on Page 3)

KMOX Auditions Self

St. Louis — Entire KMOX staff was paraded for benefit of station's sales force the other day in a series of auditions that ran throughout the day. Idea, conceived by Commercial Manager Ken Church, was to acquaint salesmen with merchandising possibilities of station's talent and personnel including 50 acts and 213 individuals.

RADIO DAILY

Vol. 3, No. 9 Thurs., Jan. 13, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Wednesday, Jan. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	148½	149	.....
CBS A	21⅝	21⅛	21⅝	+ ¼
CBS B	21¼	21⅛	21¼	.....
Crosley Radio	10½	10½	10½	.....
Gen. Electric	44⅝	44	44¼	— ⅝
RCA Common	7¼	7	7	— ⅛
RCA First Pfd.	51⅞	50⅞	51½	+ 1
Stewart Warner	11⅜	10¾	10-¼	— ⅜
Westinghouse	107¾	105	105	— 2¾
Zenith Radio	17½	16⅝	16⅝	— ⅜

NEW YORK CURB EXCHANGE

Majestic	1¼	1¼	1¼	+ ⅛
Nat. Union Radio	⅞	13-16	⅞	+ ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Ruthrauff & Ryan in Chi Sets Feb. Billings Record

(Continued from Page 1)

nace and added the McConnon Co., Winona, Minn., home remedy concern, which has live shows on WLS and WHO. Other accounts include Oshkosh Overalls, Campbell Cereal, Penn Tobacco, Dodge Motors, H. Fendrich Inc., Sterling Beere, Hyde Park Breweries, Fawcett Publications and Lewis Medicine Co. Ros Metzger is radio director.

4 BBC Programs on Mutual

Mutual will air four BBC programs during the latter part of this month and first of next. "Palace of Varieties" will air on Jan. 22, 3-4 p.m.; "Music Hall" the following week at the same time; "BBC Symphony" on Feb. 2, 3:15-4 p.m.; the last show on Feb. 5 will be a repeat of the first program.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

Atlas Southern Branch Officially Opens Today

Dallas — Official opening of the southern distributing office of Atlas Radio Corp. is scheduled today. Located at 2011 Jackson St. here, the branch will control the distribution of the Atlas 1937-38 production of 28 serial features in this area.

Herbert R. Ebenstein, president of Atlas, arrives today by plane to confer with Claude C. Ezell, southern regional director, in charge of the new office, and Ray Coffin and Lou Winston, Atlas executives from the west coast. A cocktail party will be tendered the press, station executives and sales forces of stations in the region.

This will constitute the third formal branch opening for Atlas. Ebenstein expects to formally start the coast office in Los Angeles the week of the 17th.

Crowell Pub. to Start Midwest Test Series

(Continued from Page 1)

Yankton; KMA, Shenandoah). Program will be heard five times weekly around noon. A series for Woman's Home Companion has been running for some time.

Corinne Jordan as Herself

St. Paul — Identified for several years as the "daily messenger" of the Montgomery Ward shows, Corinne Jordan, KSTP program director, has stepped out with a new afternoon show in which she is herself.

The new stanza is for women and is called "What's New?" Utilizing press releases and other material, Miss Jordan talks about new books, plays, design, movies, music and the like, especially from the woman's angle.

Little Theater of the Air

Chicago—Gale Maritano, Adela Kay and Theodore Wagner have formed a partnership to operate the Little Theater of the Air, a radio production concern also offering an instruction service for aspiring radio performers. Among shows the concern has on the air are "The Little Theater," "Michael and Judy" and a song dramatization program on WHIP, and "They're Off" on WWAE. Miss Kay is continuity editor of the two stations.

Hearn's Kid Talent School

In order to develop talent for its "Children's Radio Revue" broadcast over WHN every Saturday morning at 10:30, Hearn's department store has inaugurated its own school to give talented youngsters instruction in singing, dramatic art and dancing. Both the program and school are under the direction of Joan Hamilton.

Ernie Smith's Tenth Year

San Francisco — Ernie Smith, ace KYA sports announcer, has passed his tenth anniversary in broadcasting.

WIP to Feed Network On Games for Atlantic

Philadelphia—WIP will be the key originating station for a nine-station hookup carrying the Athletics' home baseball games next summer under sponsorship of Atlantic Refining. Other stations are WPG, WDEL, WSAN, WHP, WGAL, WORK, WEST and WEEU.

This will be the third year that WIP has aired play-by-play descriptions of the Athletics' games, which also will be heard over WFIL under Kellogg sponsorship.

Radio Gets Customers For Mail Order Bakery

Union, N. J.—Due considerably to the use of radio, Arthur Groth, wholesale baker here, has built up quite a mail order business, necessitating appointment of two distributors in the Philadelphia area.

Groth has been using German programs on WHOM and recently signed for German and English programs on WBNX.

Fitzpatrick to Florida

Detroit—Leo Fitzpatrick, v.p. and g.m. of WJR, leaves this week-end for Florida by way of New York, where he will spend a few days before continuing south. He will be away for three weeks. Mrs. Fitzpatrick and the two children are going along to spend the winter in the south.

COMING and GOING

LEO FITZPATRICK, v.p. and g.m. of WJR, Detroit, arrives in New York on Monday morning for a stop-over en route to Florida.

HERBERT R. EBENSTEIN, president of Atlas Radio Distributing Corp., flies from Chicago to Dallas, arriving today, to negotiate regional deals among southern broadcasters.

FEG MURRAY, emcee of the "Seein' Stars" program, will leave Hollywood directly following his show Sunday for Minneapolis, where he'll be guest of honor at a celebration being staged by the Minn. Tribune.

HARRY MAIZLISH, KFWB general manager, trained out from Hollywood early this week for Chicago and New York, where he'll spend two weeks.

ROYAL E. PENNY, formerly sales manager of WPTF, Raleigh, N. C., has arrived at WBT, Charlotte, to take over duties of sales manager for the CBS southern key station.

EDWARD G. ROBINSON and CLAIRE TREVOR leave Hollywood for New York in time to make their "Big Town" broadcast from here Jan. 18.

SHEILA BARRETT is in Boston for a week's personal appearance at Keith Memorial Theater.

CECIL B. DE MILLE goes to Boston next Tuesday for a personal appearance at the Met. Theater there in conjunction with the opening of "The Buccaneer".

JOHN CONRAD, KWK publicity director, planned to plane to Washington last night. He will be back in New York tomorrow.

A. A. SCHECHTER, NBC director of news and special events, sails Saturday on the Conte di Savoia for Italy.

Bates Opens Offices

John Bates, retiring as commercial manager of WOR, will open his own production offices next week at 9 Rockefeller Plaza, Room 1707.



CHI. MAY LOSE BANDS UNDER REMOTE FEE RULE

(Continued from Page 1)

Medinah club with Hal Munro and Swingland with Horace Henderson on CBS.

Many smaller night spots are reported willing to shell out the $100 a week demanded but stations are declining because the bands are not choice enough.

Among bands that will have no outlets will be Hal Kemp at Drake, Shep Fields and Ralph Ginsburgh ensemble at Palmer House; Buddy Rogers at College Inn, Bill Carlsen and Dick Jurgens at Aragon-Trianon, Marek Weber at Stevens, Eddie Varzos at Bismarck, King's Jesters at La Salle and Benny Meroff at Congress. If hotels remain adamant in declining to pay and James C. Petrillo stays by rule that band leaders can't pay, net result will be that soon Chicago will not be able to get top bands for its spots.

At NBC Whitey Berquist, pianist, and Rex Maupin, production director, will head new studio orchestra; Olga Kargau, contralto, and Irma Lyon, organist, will fill various evening spots and the Three Romeos will be given a regular program spot. An hour's variety show is also under consideration for one of the NBC nets. Dean Fossler, organist, has been added to staff. NBC is adding 18 musicians on Jan. 15; WGN and WBBM proportionately.

Mutual, which has long emphasized dance bands, has two score bands it will pipe in from elsewhere. In addition, WGN, local outlet, will carry many of the WOR musical programs, educational sustainers from elsewhere as well as adding some new ones. Herbert Hyde, organist, has been added to staff and a plan is under consideration for building a studio ensemble. Orchestras on Mutual list include Eddy Duchin, Guy Lombardo, Horace Heidt, Richard Himber, Isham Jones, Leo Reisman, Abe Lyman, Tommy Dorsey and Will Osborne.

WBBM-CBS is building a new 11 piece studio orchestra to be directed by Hilly Elden. Dave Bacal, electric organ stylist, has been added to the staff to help fill various spots.

Ascap-Czech Deal

Ascap has concluded negotiations with the Czechoslovakian performing rights society and all compositions in the catalog of the foreign society becomes available to Ascap licensees. Final pact with the Holland organization is still pending. Czech agreement keeps 20 foreign societies affiliated with Ascap.

Booking Direct
D'ARTEGA
AND HIS
ORCHESTRA
1441 B'way, New York CH 4-5155

NEW PROGRAMS—IDEAS

Junior Leaguers on Air

Sympathetic ear of Major Edney Ridge, manager of WBIG, Greensboro, put socialite Junior Leaguers on the airwaves two years ago. Today their children's program over the station is perhaps one of the most successful of its kind in the business. Idea of spot is educational, fitting national program of the Junior League. Drama was selected as best means to do it, and each Tuesday near 6 p.m. League puts on homemade sketches, mostly of historical character. Head of committee in charge is Mrs. Maude Merrimon Wiggins. She found the right scripts high-priced, so got members to write them, enlisting Leaguers for female roles, calling on male volunteers for George Washingtons, captains, princes, etc. Scripts are planned to set well with the seasons, like Dickens for Xmas, and so forth. Job is exceedingly well done, with youngsters, family, and Leaguers themselves enjoying it. When show shuts down for the summer, letters of objection pour in.

"Who? Me."

"Who? Me." Three like that start off the frolic of the Three Wise Owls in WTMV's new idea. The owls are writers John Sneeberger, Charles Barnhart and Warren Champlin, who next begin to question each other on things they aren't supposed to know. Questioner must be able to answer his questions to the satisfaction of those to whom he directs them—which is funny enough in itself. The East St. Louis station reports a growing response to this feature, with listeners asked to send in questions.

2 NBC Commercials Renew for 52 Weeks

(Continued from Page 1)

"Vocal Varieties" on about 30 Red stations, Tuesdays and Thursdays, 7:15-7:30 p.m. Thursday show has a repeat to the mountain and Pacific Coast at 11:15 p.m. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Himber, Hoff for "Hit Parade"

Richard Himber will resume his activities as director of "Your Hit Parade" next Saturday night, when he succeeds Leo Reisman as baton wielder on the CBS series. Himber previously conducted the "Your Hit Parade" programs when they were heard over NBC Wednesday nights prior to the advent of "Your Hollywood Parade."

Carl Hoff of the Al Pearce "Watch the Fun Go By" program is scheduled to follow Himber on "Hit Parade" Feb. 12, making his fifth term on the series.

WPEN Action Praised

Philadelphia—WPEN's dismissal of George Gerhardi, director of German programs, for alleged pro-Nazi propaganda has brought the station numerous letters of commendation from German-American organizations. Gerhardi also was dropped as a member of AGRAP.

"Aunt Jenny" Anniversary

"Aunt Jenny's Stories," airing over CBS for Lever (Spry), will mark a full year on the airwaves Monday. Show has been renewed for another year by the sponsor.

Gale Page to Hollywood

Chicago—Gale Page, NBC contralto, leaves for Hollywood this weekend to make a feature picture for Warner Bros. Mildred Stanley takes her place at NBC.

Higgins Does It

Edgar F. Higgins Jr. of NBC news and special events department, was married Tuesday to Louise Davis Ker of Delmar, Del.

FCC Calls Conference On Higher Frequencies

(Continued from Page 1)

necessary to provide for occupancy of frequencies above 30,000 kcs. recently allocated to mobile press stations.

Rules are necessary, the Commission states, since type of service contemplated has not heretofore been recognized.

AFM BOARD WILL DECIDE FURTHER RADIO MATTERS

(Continued from Page 1)

Jos. N. Weber of the AFM, who has been confined to his home by a cold, will leave for Miami in a day or two and various matters pertaining to radio will be taken up.

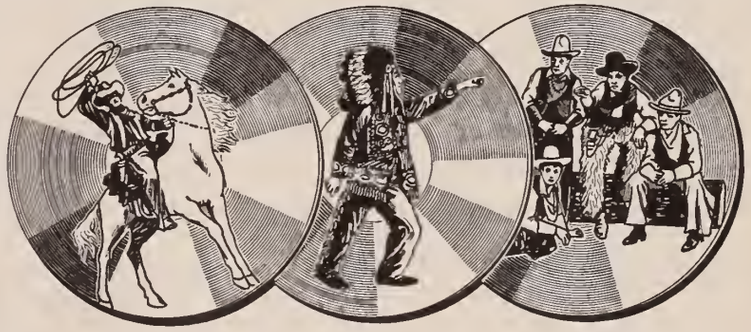
It is expected that a handful of network affiliates will not have signed on the effective date for the plan of settlement next Monday, and a reasonable time will be allowed to such outlets as are actually negotiating. Method of procedure against non-negotiating affiliates and non-network outlets will be set at the Executive Board meeting.

660,000 Took NBC Tour

The final count on the number of persons taking the NBC tour last year was 660,000, or $264,000 in cash. This is the record figure for the tourist department. Over 100,000 more persons went through the studios last year than in 1936.

Godfrey on WABC for Hecker

Hecker Products (H-O, Force, etc.) tomorrow will start Arthur Godfrey on WABC, 9-9:15 a.m. Program will come from WJSV, Washington, the same as the other WABC shows. Erwin, Wasey & Co. placed the account.



Popularity With Selling Power
"THE LONE RANGER"

Tested and proven in America's four great markets —New York—Chicago—Philadelphia—Detroit—and in New York State, Michigan, Oregon, California (Don Lee).

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS READY
FEBRUARY FIFTEENTH
3 HALF HOURS WEEKLY

The "Lone Ranger" is popular with Men, Women and Children. Has no equal for Building Sales and Audience.

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

☆ F. C. C. ACTIVITIES ☆

APPLICATIONS RECEIVED

WRSP, Inc., Wisconsin Rapids, Wisc. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S REPORTS

WGAR, Cleveland, Ohio. CP to increase power to 1 KW., 5 KW. LS., be granted. 1450 kc., unlimited.

KVEC, San Luis Obispo, Cal. Mod. of license to change power and hours of operation to 100 watts, 250 watts LS., unlimited, be granted. 1200 kc.

HEARINGS SCHEDULED

Jan. 17: Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, unlimited.

Four Lakes Broadcasting Co., Madison. CP for new station. 830 kc., 100 watts, daytime.

State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

Jan. 31: KVOD, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to increase power and change hours of operation to 1 KW., unlimited. 920 kc.

Scripps-Howard Radio, Inc., Denver. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW., share time.

Feb. 26: WRDW, Augusta, Ga. CP to change frequency and increase power to 1240 kc., 1 KW. unlimited.

March 7: KRMC, Jamestown, N. D. CP to change frequency and hours of operation and increase power to 900 kc., 500 watts, 1 KW. LS., unlimited.

March 8: KMAC, San Antonio. Vol. assignment of license to Walmac Co. 1370 kc., 100 watts, 250 watts LS., share.

March 15: WNEW, New York City. CP to increase power to 1 KW., 5 KW. LS.

March 16: King-Trendle Broadcasting Corp., Grand Rapids. CP for new station. 1010 kc., 250 watts, unlimited.

Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION

WGRC, New Albany, Ind. CP to change frequency and hours of operation to 880 kc., unlimited, be granted. 250 watts.

KSTP Shows Civic Groups Way to Better Programs

St. Paul—KSTP, Minneapolis and St. Paul, is now using the "before and after taking" method in an effort to aid civic and educational groups toward better radio program production.

When the program goes on the air, the station records it; then, after the airing, the participants are gathered together, there is a quick rehearsal, and the station records its version of how the show should have been handled. The group responsible for the program is then gathered together and both platters played. The two are criticized, compared, and the good and bad points are pointed out. The practice is leading to some highly successful production from these groups, too.

Jules Haimberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK



● ● ● **"Little Shots About Big Shots"—This should be recorded in a "How They Started" series—but here will do for the present....Martin Block, the "Make Believe Ballroom" fella, drove with his family all the way from California to New York in a dilapidated flivver. On arrival, we don't know how many people he saw seeking employment, but the records show this: He went to the offices of Milton Biow, head of the advertising agency bearing that name, who is also owner of WNEW....Martin gained an audience with Biow because he stated that William Paley, president of CBS, had sent him....Biow listened to his story, phoned an assistant at WNEW and had Block ushered in for an audition there....When Martin was on his way, the advertising tycoon phoned Bill Paley—and was told that the CBS prexy never heard of Block before!....Biow then phoned WNEW and, instead of being peeved because a "fast one" had been pulled on him, he chuckled, figuring that Block must have gone to some trouble learning who owned the station and where to locate him....With this attitude, Biow instructed his assistant to employ Block at $25 weekly—and let him go after a month!....Today, Martin Block is the biggest asset WNEW has—AND receives more money weekly, monthly and yearly from the station—than its owner draws!**

● ● ● *Many people have asked who's the "Old Timer" on "It's Wheeling Steel" program, heard Sunday afternoons via WOR, WLW, WGN, WWVA and WPAY....He is John Winchcoll, who has been with Wheeling Steel Corp. since 1920....Next Monday the Sporting News' plaque for "outstanding service in broadcasting All-Star and World Series games since 1933" will be presented to Frances Laux of KMOX, St. Louis. Presentation will be aired via CBS, with Joe Medwick, Charley Grimm and Leo Durocher joining in the salute. ....WHN will repeat a tribute to Roxy by airing portions of his original "gang" tonite. David Mendoza, Jan Peerce, Viola Philo, Yascha Bunchuk, Wee Willie Robyn, Gladys Rice and Douglas Stanbury will participate.*

● ● ● **Ray Sinatra, the talented orchestra leader, is sending his son for piano lessons....Last week Ray decided that he would visit the teacher, Henry Levine, and see what's going on for his money....As he spoke to the teacher, Sinatra fingered the music sheets on the piano and noticed alongside each title figures running something like this: "Blue Moon—1,500,000," "Pagan Love Song—1,000,000" and so on. Puzzled at the figures, he asked Levine the significance of the numerals and was told that they were placed there by another pupil, Marshall Robbins, whose dad is the music publisher of the songs numbered—and the figures represented the amount of copies sold!....Vick Knight, Eddie Cantor's producer, who left N.Y. weighing over 200 lbs. and now tips the scales under 140, claims he's the first guy in show business history who sold Cantor one thing—and delivered less!**

● ● ● *Eddie Anderson, negro comic who has been playing Jack Benny's butler, "Rochester," will have a bigger role next Sunday....After the first "There Was a Woman" show on NBC last Sunday, dramatizing the life of Patrick Henry, Sterling P. Henry, Jr., a descendant of the original Henry, phoned the studios from his home in Jersey to laud the authenticity of the drama....Strange nobody squawked over yesterday's boner here regarding "Wm. Wrigley," who's been dead for years.*

GUEST-ING

LUPE VELEZ, on Chase & Sanborn Hour, Jan. 16 (NBC-Red, 8 p.m.).

ROBERT K. CRISTENBERRY, managing director of Hotel Astor, on Kate Smith program, tonight (CBS, 8 p.m.).

BENNY GOODMAN, interviewed by Parks Johnson and Wallace Butterworth, Jan. 16 (NBC-Red, 3 p.m.).

JOHN BARRYMORE, on Al Jolson show, Jan. 18 (CBS, 8 p.m.).

JIMMY DURANTE, on Jack Oakie program, Jan. 18 (CBS, 9:30 p.m.).

BRODERICK CRAWFORD, HELEN BRODERICK, EMMA BOYNET, pianist, and LINTON WELLS in short wave interview with GILBERT REDFERN at Warsaw, on "Magic Key of RCA", Jan. 16 (NBC-Blue, 2 p.m.).

DUKE ELLINGTON, BARNEY BIGARD, REX STUART, COOTY WILLIAMS, IVY ANDERSON, JOHNNY HODGES, JOHN TIZOL and SWING SINGERS TRIO, on "Sunday Swing Concert", Jan. 16 (WNEW, 11 a.m.).

SHERMAN BILLINGSLEY of Stork Club, on Eddie Garr program, Jan. 19 (NBC-Blue, 8:30 p.m.).

C. AUBREY SMITH and MACK "KILLER" GRAY, on Ozzie Nelson-Feg Murray program, Jan. 16 (NBC-Blue, 7:30 p.m.).

HANNAH WILLIAMS and RICHARD BARTHELMESS, on "For Men Only", Jan. 17 (NBC-Red, 10:30 p.m.).

1937 Radio Set Sales 7 Per Cent Under 1936

Radio receiving set sales for 1937 totaled about 7,700,000 a drop of 7 per cent from the all-time record set in 1936, according to Radio Today. The December drop was the sharpest, nearly 45 per cent under December, 1936.

Werby Opens Branch Offices

Jack Werby, radio and film representative of Boston, has opened a branch in New York at 247 Park Ave., suite 908, and is now on his way to Hollywood, where he is opening offices at 1807 N. Argyle Drive. He is making stop-overs at Philadelphia, Charlotte, Miami and New Orleans, reaching the coast on Feb. 15.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
• SUNDAY WEAF-NBC RED 9 A. M. EST.
Management NBC Artists Service

PROGRAM REVIEWS

DALE CARNEGIE

Colgate-Palmolive-Peet
(Shaving Cream)
WEAF—NBC-Red network,
Tuesday, 10:45-11 p.m.
Benton & Bowles Inc.

HOW TO WIN FRIENDS, ETC., IS DEMONSTRATED BY AUTHOR IN A PROGRAM FOR MEN.

New show out of Chicago moves along smoothly, utilizing the name and talents of Dale Carnegie, author, in helping listeners to get ahead. Each week a guest is to be brought to the mike with a definite problem and he obtains advice on how to solve it. Letters from the listeners are requested and Carnegie will seek to aid the writers.

Highlight on the first show was a demonstration by actors how to ask for a raise and how not to do it. First skit showed a Milquetoast type of employe ambling into the boss's office at an inopportune time and is easily talked out of it. Second skit finds the boss more amiable as the employe sold him a bill of goods before popping the question. Program should develop and hold a great deal of listener interest, whether or not the audience entirely agrees with Carnegie.

"It Can Be Done"

As the highlight of last Tuesday night's "It Can Be Done" program over NBC-Blue network, Edgar A. Guest dramatized the unusual and interesting career of Fred E. Baer, founder and owner of the Ghost Writers Bureau. Baer is the former newspaperman who made ghost-writing a big business—so big, in fact, that "names" are now doing interviews and articles on him right and left. In his guest shot on this program, after the dramatized preliminaries which took up a good part of the program, Baer gave an idea of his colorful activities. But there probably were many listeners anxious to hear more from Baer. In the natural course of his work, he doubtless has a vast fund of material adaptable to radio, without in any way conflicting with the ethics of his business, and it seems to this listener that here is a swell bet for some good sponsor. Baer has a pleasing mike delivery and his newspaper as well as other experience give him extra qualifications aside from the material developed through the medium of his ghost-writing bureau.

Shirley Winters

Shirley Winters. heard over WMCA on Tuesdays and Thursdays at 11-11:15 a.m., is a singer with plenty of plaintive appeal in her contralto voice. Without apparent conscious effort, she puts across soulful numbers such as "That Old Feeling" as well as the lively hits of the day like "Bei Mir Bis Du Schoen," "Ten Pretty Girls" and others with equal effectiveness.

With only a piano accompaniment, Miss Winters by sheer vocal personality holds listener attention with pleasurable ease.

"How About It?"

This audience participation program, emceed by Sam Hammer on WHN, Tuesdays at 8-8:30 p.m., revealed itself on the opening show of this series as a forum style of entertainment with plenty of liveliness and laughs. Several teams comprised of a man and woman are chosen from the audience, the prize being $10. To sender of winning questions, $10 also is paid. Questions are along the lines of what the contestant thinks of a third term for Roosevelt or a woman for president, if parents have improved and other moot items. Has good potentialities.

NBC Reception to Gomez

NBC is throwing a cocktail party in Studio 8-G this afternoon for Vincente Gomez, hailed as the most unusual guitarist who has ever come to this country.

Heidt's 'Umph Night'

A special "Umph Night," playing on the new novelty song titled "You Gotta Have Umph," which is fast becoming a big hit, will be staged Saturday by Horace Heidt during his regular coast-to-coast broadcast with his Brigadiers Orchestra from the Bowman Room of the Hotel Biltmore. Heidt will personally select from his dancing audience of celebrities and guests the ones who are endowed with plenty of "umph" and will discourse with them and broadcast their names in the course of the special broadcast.

ORCHESTRAS - MUSIC

DUKE ELLINGTON and a selected group of musicians from his famous orchestra will be featured guest stars by invitation of Benny Goodman at the concert to be staged by the latter in Carnegie Hall on Sunday evening.

The Four Dons, novelty instrumental ensemble heard on WHO, Des Moines, left the Voice of the Middlewest this week for Omaha, where they will play an extended engagement at the Hill Hotel.

Sterling Young and his orchestra, now at the Palace Hotel, San Francisco, signed by MCA to open Jan. 25 at the Stevens Hotel, Chicago.

Hal Kemp and his band appearing at a Philadelphia theater for a week's engagement, was voted the outstanding band leader of the country in a poll held by the Daily Pennsylvanian, newspaper of the University of Pennsylvania.

Lee Grant, orchestra leader who is featured on WMCA's "Grandstand and Bandstand" commercial, is preparing a series of original nursery jingles which will be used shortly in conjunction with his "Nursery Rhyme Jam."

WTMJ, Milwaukee

Nancy Grey brought Mary Ella Perry, the "grandmother" of the "Brother Rat" cast, to her "What's New in Milwaukee" program for an interesting chat on career stuff.

Dan Gellerup, chief engineer, chiseled off the top of his left index finger while repairing his model railroad, said to be the largest of its kind in the northwest.

Russ Winnie, sports commentator, got up from a sickbed to do an eyewitness account of the Wisconsin-Minnesota basketball game.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

NEW BUSINESS
Signed by Stations

WTMJ, Milwaukee: Lever Bros., station breaks, through Ruthrauff & Ryan.

WCFL, Chicago: Durkee Famous Foods, Bleacherine Products, "Theater Lobby Chats"; Lydia E. Pinkham, "Voice of Experience", through Mutual; Battle Creek Food Co., Ed Burke's newscasts.

WBBM, Chicago: Mark Allen Co. (Two Drop hand lotion), "Safety Council," ETs.

KDYL, Salt Lake City: Union Pacific R. R., spots, through Caples Co., St. Louis; Albers Bros. Milling Co., programs, through Erwin, Wasey & Co.; Boston Store, time signals.

WHO, Des Moines, Ia.: Champion Milling & Grain Co., farm news, through Rogers & Smith; Olson Rug Co., "Olson Oddities", program, through Presba, Fellers & Presba.

WHN, New York: Washington State Apples, "Ida Bailey Allen Homemakers of the Air", participation, through J. Walter Thompson Co.; Clark Shoe Co., spots, through Friend Advertising Agency.

WEVD, New York: International Diamond Appraising Co., through Jay Lewis Associates.

★ *Call* for BRINCKERHOFF RECORDINGS
29 W. 57th St. PL 3-3015

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300



THE CBS sustainer, "Hollywood Showcase," returns to the air this week with a salute to Walt Disney and his "Snow White and the Seven Dwarfs." Lud Gluskin's orchestra will play the entire score.

John Nesbitt is publishing episodes from his "Passing Parade" in book form, with the volume due off the press soon. Commentator is under contract at Metro-Goldwyn-Mayer, where the dramatic highlights of the series are being filmed as shorts.

The new series of five-minute transcriptions produced and recorded by Associated Cinema Studios for Mark W. Allen and Co.'s "Two Drop Hand Lotion" have been spotted on KNX at 1:40-1:45 p.m. Thursdays, starting Jan. 13, for an initial period of thirteen weeks.

Don Ameche has been loaned to Paramount by 20th Century-Fox to appear with Bing Crosby in his next picture, "Harmony for Three," from a script by Claude Binyon. Wesley Ruggles will direct.

Hector Chevigny, who wrote the May Robson "Lady of Millions" for Associated Cinema, has been advised by the Macmillan Co. that his recently-published book, "The Lost Empire," is going into a second printing this month. Chevigny was formerly on the scripting staff at CBS.

Lois Collier, CBS "Hollywood in Person" starlet, was grabbed by Republic Studios for a part in "Hollywood Stadium" with Neil Hamilton and Evelyn Venable.

"The Air Adventures of Jimmie Allen," adventure serial which ran for nearly five years on its previous appearance, has returned to KFAC.

KEHE has newly-added "News by Air" period at 7:45 each weekday evening, making six news broadcasts on the day. Mel Angle, chief of the station's new staff, personally delivers this one.

One of the applicants listed for interviewing on Hal Styles' job-finding "Help Thy Neighbor" program next Sunday is Lewis A. Weiss. Nothing unusual about that except that the name of the general manager of KHJ and the entire Don Lee network is Lewis A. Weiss.

Bob Reynolds, former Stanford football star who more recently played professional football with the Detroit Lions, has joined the sales staff at KMPC.

HAROLD J. ROME
Writer of
"PINS AND NEEDLES"
Represented Exclusively by
FEATURED ARTISTS SERVICE, INC.
247 Park Avenue New York, N. Y.

☆ PROMOTION ☆

Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

Exploit "Package" Programs

First of a series of promotions exploiting "package programs" open to sponsorship has just been issued by WOPI, Bristol, Tenn-Va. Piece, entitled "It's A Natural," is directed to food concerns marketing breakfast products and contains reprint of story on the WOPI "Breakfast Club" program, recently published in RADIO DAILY.

Reorganization, Expansion At KDYL, Salt Lake City

(*Continued from Page* 1)

and assistant production manager. The continuity staff, new feature, is being selected and put into shape by Snell.

In conjunction with these changes, Fox also announces an extensive building program. This entails the leasing of a new suite of offices on the seventh floor of the Ezra Thompson Building, which will house KDYL's commercial and sales departments. The new set-up for KDYL's staff orchestra entails the building of two complete new studios and an auxiliary control room. This building program is just nearing completion and will be finished within the week.

Fox also announces that construction will begin immediately on the new 5,000-watt ultra-modern transmitter and vertical radiator to be located on the grounds of the present transmitter site. The new station is expected to be in operation by May 1, and will operate at 5 kw. day, 1 kw. night.

WFBM, Indianapolis

Al Feeney, former Notre Dame grid star, has started "A Sportsman Remembers."

Gwen Short's "Apron Strings" takes half-hour spot every morning, offering items for women.

Ned LeFevre and Gwen Short are handling the revamped "Tea Time" program.

Marott's shoe store adds third weekly broadcast to its year-round bi-weekly series.

Thomas Paggain joins Bohemians, string ensemble.

WOPI, Bristol, Tenn.

A broadcast direct from the City Mission in Kingsport features the Happy Four Quartet in well-known spirituals.

W. A. Wilson, manager, announces that due to the overwhelming mail requesting copies of the stories broadcast by the "Story Lady" the station will publish the stories featured on the program. Copies are obtainable from the station for 15 cents.

Lone T. Proctor, manager of local field offices of Social Security Board, will give weekly talks on the various questions coming before the board.

Radio Workshops Formed By 2 Northwest Schools

St. Paul—Two schools in the area this week began the organization of radio workshops as an outgrowth of the first northwest educational broadcasting conference held here last Fall under the auspices of KSTP, Minneapolis and St. Paul.

One of the workshops is being inaugurated at the Mary Miller Vocational high school, the other at the St. Cloud Teachers' College, a state institution. Thomas D. Rishworth, KSTP educational director, will supervise.

In the workshops, production, script writing and all phases of radio work will be taught, and in addition radio shows will be actually produced and criticized.

Several other schools also have notified Rishworth of their intention to establish similar radio workshops.

WRBL, Columbus, Ga.

Voted as one of the best mail pullers of the season, "Uncle Dudley and His Barn Dance Gang" are celebrating their first anniversary.

Station is holding auditions in public schools for talented children to participate in the Saturday afternoon broadcasts of the "Kiddie Klubbe."

"Evening Reveries," consisting of organ and poetry selections, has added a vocalist to the program.

WATL, Atlanta

As part of its educational plan, station is broadcasting debates, plays and glee club concerts direct from various high schools.

A newly initiated program is the Radio Bible Class, daily at 10:15. Churches of the city alternate in conducting the class.

"Your Midday Merry-go-Round" is a novel half-hour of mirth and melody with the staff announcers and artists joining in.

WBT, Charlotte

Grady Cole, news commentator, spent two hours Monday taking auditions for his new program to be aired for Aspertone, a Blackstone product. Jack Blackstone, president of the company, was in town to get a line on Cole's style. New program starts next Tuesday.

The Aspertone program replaces Cole's Castleberry Store broadcast which was heard at the same time.



KEN MURRAY and Oswald due to open at Palace theater on Friday.

Ella Logan and California Varsity Eight open at Chez Paree next Friday.

Johnnie Johnston, NBC tenor, is enjoying services of an accompanist. He usually plays the guitar himself but he has broken his wrist in a handball accident. Joe Wolverton is relieving him.

Sidney Strotz, program chief at NBC, is in New York for confab with Radio City bosses.

Duane Wanamaker, vice-president of Arbee agency at Terre Haute, in town contacting accounts.

Dorothy Lamour trained back to coast.

Hal Makelim, WIND salesmanager, to New York for Earle Bachman funeral and to look after business left unfinished at his sudden death.

Helen Johnson, formerly of WBBM press department, has joined Les Atlass secretarial staff at WJJD.

Stan Matas, WIND salesman, is back at work following an operation at Presbyterian hospital.

KDYL, Salt Lake City

Douglas Gourlay, former announcer, assuming new duties as continuity department assistant.

Charles Stockdale, technician, transferred from control room to transmitter.

Jack Gregson, announcer, back from holiday jaunt to home town, Spokane.

John Baldwin, chief engineer, has drawn up plans rehousing station's traffic, continuity, program, studio and control room departments. He is also in charge of the physical reconstruction program.

Ted Kimball, program head, originated the only Mountain Time New Year's Eve radio broadcast. It emanated from the Mirror Room of Salt Lake's Newhouse Hotel, featuring George Kirk's Orchestra and stars.

Orders White to Post Bond

Federal Judge Fake in Newark yesterday ordered Roger White, New York radio producer, to post bond as security for costs in connection with his suit against WOR, Admiracion and Chas. Dallas Reach agency over the Tim and Irene show which was taken away from him.

Lawson Zerbe
PL 3-2600

THE OUTSTANDING

PROGRAM

STAR ORCHESTRA

COMMENTATOR SPORTSCASTER

OF 1937

TO-MORROW

IN

RADIO DAILY

AND

NEWSPAPERS EVERYWHERE

THE RESULT OF THE FIRST
RADIO DAILY POLL
OF THE
RADIO CRITICS AND EDITORS
OF THE UNITED STATES

ST. LOUIS

Neil Norman, recuperating in Hot Springs, Ark., is due back at WIL next week.

Bill Cook, KWK announcer, has revealed his marriage in Nov. to Ruth Kalde.

Clarie Harrison, KWK continuity head, and Allen Anthony, chief announcer, recovering after appendix removals.

Bert Igoe has been added to KWK production staff, sharing duties with Day Seyforth.

"Magic Key of RCA" originates via KWK on March 27.

Ken Church, KMOX sales manager, back from a Cincinnati visit.

Wesley A. Barton, tenor, has joined KMOX staff.

Shirley Waldman, kid sister of the Bailey Sisters, made her radio debut recently on WEW and will be used on Jack Norder's Saturday show.

Alex Buchan, WEW sports announcer, and Dorothy Piatt, secretary to Program Director Arthur T. Jones, are engaged.

WTAR, Norfolk

Campbell Arnoux, general manager, touring the agencies in the middle west. Gone two weeks.

John New, sales manager, home with la grippe. Expected back by end of week. Shirley Hosier, program director, just returned from ten day siege of the same.

Bill Davis, engineer, had a narrow escape when an oil burner in his home rampaged while he slept. His wife awoke in time to prevent serious damage, although they're still scraping soot out of the Davis homestead.

J. L. Grether, chief engineer, has a new hobby; collecting motion picture projectors of different makes and ages.

John Carl Morgan, mikeman, back at work after a mid-winter vacation.

Since beginning operation at 6:30 a.m., WTAR has received an amount of mail from distant listeners from as far as Kansas, who listen to the Alarm Clock Parade. Station uses 1 kw. unlimited, and is one of few in its territory to operate 18½ hours daily.

WTAG, Worcester

Mrs. Mabel Andersen Pearson and George H. Wheeler, New England singers, are co-starred in a new sponsored musical program. Del Castillo is accompanist.

Out of nearly 6,000 hours that the station was on the air in 1937, service was interrupted for only 23 minutes.



☆ Coast-to-Coast ☆

GERTRUDE BERG's "The Goldbergs" cast must actually do three shows a day, despite the fact that the WOR and WHN transcriptions of the serial do not require their appearance. This is necessary because in order to keep well in advance of their schedule they must make two recordings a day in addition to their WABC broadcasts.

WINS, New York, is creating considerable early morning interest with its Employment Agency of the Air program, conducted by Ruth Gold, 7-7:30 a.m. Hundreds of men and women have been reported placed through this program which has a tieup with the Hearst paper, Journal-American, affiliated with WINS.

Cooperating with the management of the Hanna Theater, the only professional legitimate playhouse in Cleveland, WHK presented Helen Chandler and Bramwell Fletcher in a 15-minute version of the Coward cycle, "Tonight at 8:30." "Ways and Means." one of the nine plays in the group was the feature of the broadcast. This one act item was written down to 15 minutes for radio presentation. An interesting note is that while the play was presented on the air Tuesday, it will not reach the stage until tomorrow night.

The testimonial luncheon tendered to Louis Sobol for his services in behalf of the Federation Charities will be broadcast by WHN directly from the Astor Hotel tomorrow afternoon at 2:15-2:45.

John Brown, recently back from his Hollywood engagement with Fred Allen, and Alice Frost, currently starred in Orson Welles' latest Broadway hit, "The Shoemaker's Holiday," will be featured in the "On Broadway" cast next Sunday over NBC-Blue Network at 3 p.m.

First curiosity of almost every group of visitors to WOR-Mutual's Sunday evening "News Testers" concerns the "Star Reporter" of the show, who corrects wrong answers on the news. They ask if they'll be able to see "the man with the funny voice" on the broadcast. Carl Warren is the victim. P.S. Of course, his "funny voice" is the result of a filter, designed to produce a telephone effect.

KCKN's special events coverage came very near including a "leap by leap" jump of two aviators from their falling plane last Saturday. Owen Balch, KCKN special events director, who has to his credit a "jerk by jerk" broadcast of a milking contest; a "shovel by shovel" description of the official groundbreaking at a department store site and a "snip by snip" account of the ribbon-cutting at a warehouse opening, chanced to be at the city editor's desk of The Kansas City Kansan, daily newspaper with which KCKN is affiliated, when word was received that an airplane had just plunged into a dwelling. Balch summoned Ralph Nelson, program director, and the two made a "flying run" to the scene of the disaster.

OKLAHOMA CITY

Allan Clark, WKY production manager, back on the job after an attack of flu.

John J. Hassler has announced his resignation as an engineer for the FCC to enter law practice.

Preparations in progress for the broadcast of beginning lessons in Spanish over WNAD by Dr. Stephen Scatori of the University of Oklahoma.

Paul Aurandt, announcer KOMA off on flight to Kansas. KOMA has two pilots in the organization, other being Bill Salathe.



Sweet . . . Though Lowdown

Perhaps it's the low sob of the bass viol, or a note plucked off in C minor. Whatever the sound, you'll find it faithfully reproduced on a WOR recording. Behind every WOR recording made stands the reputation of one of America's great stations, and a record of successful agency and advertiser service that's worth feeling chesty about. *You pay nothing extra for this plus-skill and experience.*

WOR ELECTRICAL TRANSCRIPTION and RECORDING SERVICE

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 10 | NEW YORK, N. Y., FRIDAY, JANUARY 14, 1938 | FIVE CENTS

Chase & Sanborn, Jack Benny Top Nationwide Radio Editors' Poll

MOHAWK VALLEY WEB IS BEING DISSOLVED

The Mohawk Valley Broadcasting System will be dissolved before the end of the week. Network, comprising six New York State and two Vermont stations was organized last November by Burt Squire, ex-manager of WINS. Squire says he has no plans for the future to announce.

Bob Howard to Manage Hearst Detroit Office

Bob Howard of the Hearst Radio Chicago office will become manager of the new Detroit office which International Radio Sales will open soon in the General Motors Bldg. Howard joined Hearst last fall after he sold his foreign language rep firm

(*Continued on Page 3*)

WSM Facsimile Service Gets Under Way Shortly

Nashville — Facsimile broadcasting will be started by WSM about the end of this month, under the only FCC experimental facsimile license thus far granted in the south. WSM will transmit reproductions on its regular clear channel of 650 kcs. and

(*Continued on Page 3*)

Dewey Long Joins WAPI

Birmingham—Dewey H. Long, formerly of WBT, Charlotte, is joining WAPI here to handle national spot business.

THE FAVORITES

(*Figures represent points out of a possible* 980)

PROGRAMS

Chase and Sanborn	482
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight	260
Lux Radio Theater	188
N. Y. Philharmonic	185
Chesterfield	136
Ford Sunday Evening Hour	124
Magic Key of RCA	103

PERSONALITIES

Jack Benny	508
Edgar Bergen-Charlie McCarthy	491
Fred Allen	361
Bing Crosby	355
George, Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111
Jeanette MacDonald	108

ORCHESTRAS

Guy Lombardo	387
Wayne King	292
Benny Goodman	285
Andre Kostelanetz	242
Hal Kemp	187
Tommy Dorsey	160
Horace Heidt	143
Paul Whiteman	127
Shep Fields	105
Raymond Paige	94

NEWS COMMENTATORS

Edwin C. Hill	432
Boake Carter	412
Lowell Thomas	326
H. V. Kaltenborn	226
Paul Sullivan	148

SPORTS COMMENTATORS

Ted Husing	670
Clem McCarthy	259
Bill Stern	156
Bill Slater	108
Red Barber	61
Graham McNamee	61

Guy Lombardo, Ed. Hill, Ted Husing Also Lead Respective Groups

The Chase & Sanborn Hour was voted the best show on the air, while Jack Benny was rated the favorite personality, in the first comprehensive nationwide poll of radio editors and critics conducted by RADIO DAILY, which will make this an annual event.

Guy Lombardo led the list of popular orchestras, Edwin C. Hill was voted the favorite commentator, and Ted Husing topped the sports commentators. Complete list of winners and runners-up appears elsewhere on this page.

Newspapers from every state in the Union, as well as a number of periodicals, participated in the poll. Because the participants in the voting belong to a class that is more discriminating and has a keener sense of values than the layman, results of the poll reflect this higher selectivity. It will be noted, however, that the top-ranking programs are the generally acknowledged leaders, although many entertaining shows that have a wide following among the masses were not given a corresponding number of votes by the editors and critics.

Among points that make for some difficulty in arriving at a true popularity rating for various programs and personalities is the difference in number of stations that carry the respective shows. But on the whole, the best talent, costing the most mon-

(*Continued on Page 7*)

5 for NBC-Red

First five of the ten favorite shows, as picked by the nation's radio editors and critics in RADIO DAILY's poll are on the NBC-Red network. The next four are on the CBS schedule, while the final program is on NBC-Blue.

One of the CBS presentations, the New York Philharmonic-Symphony Orchestra, is a sustaining series.

Radio Accounts Placed Abroad Increased 225 Per Cent in 1937

Accounts placed by American advertisers on foreign stations during 1937 showed an increase of 225 per cent over 1936. Commitments already set for 1938 indicate that the current year will exceed the 1937 business by a minimum of 100 per cent, while number of advertisers who have increased their foreign distribution is now nearing 125.

Spread of foreign station coverage continues mostly in South America, such as Peru, and Colombia, with the large Pacific islands getting a goodly share. Foreign coverage was formerly concentrated in Cuba, Argen-

(*Continued on Page 7*)

Leading Producer

Four of the ten winning programs in RADIO DAILY's nationwide radio editors' poll are handled by the J. Walter Thompson advertising agency. Shows are the Chase & Sanborn Hour, which won first place; Royal Gelatin Hour, Kraft Music Hall and Lux Radio Theater. Young & Rubicam has two, Jell-O and Town Hall Tonight.

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Jan. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	149	148 3/8	148 1/2	— 1/2
CBS A	21 1/4	21 1/4	21 1/4	— 3/8
Crosley Radio	10 1/4	9 1/2	9 1/2	— 1
Gen. Electric	44 5/8	43 5/8	43 5/8	— 5/8
RCA Common	7 1/8	7	7	.....
RCA First Pfd.	51 3/4	51	51 1/2	.....
Stewart Warner	11 1/4	11	11	+ 1/4
Westinghouse	106 1/4	104 1/2	105 1/4	+ 1/4
Zenith Radio	16 3/4	16 1/8	16 1/8	— 1/2

NEW YORK CURB EXCHANGE

Majestic	1 1/4	1 1/8	1 1/8	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/4	7 1/4

Darrell Martin Back on Air

Pittsburgh — Billed as "America's First Radio Editor," Darrell Martin of the Pittsburgh Post Gazette, will return to WWSW airwaves today, in a weekly feature called "Martinets." The program, designed for women listeners especially, will go on at 4:30 p.m. and will consist of questions and answers, philosophy, gossip and news about the radio fraternity locally and nationally.

Martin, now in his fifteenth year of radio editing, began on the Pittsburgh Gazette Times in November, 1923. He is credited with having originated guest columns and the clock-style of listing radio programs now generally used by all newspapers.

"Martinets" will be sponsored by radio dealers in the Pittsburgh area.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Southern Calif. Educators Offered Time on KFI-KECA

West Coast Bureau, RADIO DAILY

Los Angeles—Harrison Holliway, general manager, and Jose Rodriguez, educational director of KFI-KECA, met Wednesday night with a group of Southern California educators for the purpose of offering unrestricted facilities of the twin stations for a series of educational programs along lines to be worked out. Plan is a follow-up of experiment made along similar lines in 1935.

Sloan Grants $40,000 For Economic Broadcasts

Chicago—Alfred P. Sloan Foundation has made a grant of $40,000 to Chicago University to make studies in general field of economics and to do exploratory work leading toward regular broadcasting of economic information.

Loses Copyright Suit

San Antonio—Plea of F. J. Minugh of Tulsa for an injunction to restrain E. Colopy of Los Angeles and W. W. McAllister, owner of KMAC, from using a merchants' Essay Contest on which he claimed to hold copyright was denied in Federal District Court here. Minugh testified that entry blank in contest here was almost identical with one he devised and copyrighted. Judge McMillian refused temporary injunction on grounds that use of similar scheme didn't involve violation of plaintiff's copyright.

New Radio Firm Chartered

Albany — Sponsors Sales Service Inc., with capital stock of $20,000, has been chartered to engage in "general radio advertising business". Sidney Freiberg, Theodore H. Schwartz and Lillian Lehrman, all of 521 Fifth Ave., New York, are directors.

New Book on Broadcasting

"Both Sides of the Microphone", a new book on radio broadcasting written by John Hayes and Horace Gardner, will be published by J. B. Lippincott Co. on Feb. 17, 1938. Hayes, former program head at WIP, Philadelphia, is now Assistant Production Director at WOR, and Gardner is a well-known author of books for juveniles.

Pittsburgh Musicians Signed

Pittsburgh — The radio musicians situation among local stations was settled with signing of Luke Riley by WJAS-KQV. Clair Meeder, president of Local No. 60, negotiated the deals which put Maurice Spitalny at KDKA, Earl Truxell at WCAE, Ken Martin at WWSW and Riley at WJAS-KQV.

Walton Newton at WIP

Philadelphia—Walton Newton, formerly at KNOW, Austin, Tex., has replaced Sanford Guyer, resigned, as WIP staff announcer.

FCC Commissioner Brown Appoints New Secretary

Washington Bureau, RADIO DAILY

Washington—Federal Communications Commissioner Thad H. Brown has appointed Franklin Cary Salisbury of Cleveland as his secretary, effective Jan. 24. Salisbury will succeed Joseph E. Keller of Dayton, who has resigned to enter private practice of law with Dow & Lohnes here. Each Commissioner may appoint and prescribe duties of secretary at annual salary not to exceed $4,000.

21-Year-Old Chas. Batson New WFBC Program Head

Greenville, S. C.—Charles Batson, only 21 years old, became program director at WFBC recently, with departure of Frank Blair for WOL, Washington.

Position of chief announcer was taken by Mason Dixon, formerly of WRVA, Richmond. Jimmy Little came from WPTF, Raleigh, to join regular announcing staff.

Another Probe Bill

Washington Bureau, RADIO DAILY

Washington—Congressman Dies of Texas will temporarily shelve his pending movie probe resolution and instead will press for action on his bill introduced a few days ago asking a general Congressional investigation of radio, movies and all monopolies.

COMING and GOING

KATHRYN CRAVENS, Pontiac commentator, planed to Detroit yesterday. She plans to return tonight or Saturday.

JACK HOWARD, president of Scripps-Howard Radio Inc., is visiting WMPS, Memphis. He is supervising the last minute touches on the new studios.

FRED RAPHAEL, program director of WHN, has returned from a southern vacation.

MIKE RILEY and his band leave for Detroit on Jan. 23.

MARTHA RAYE is due in New York within two weeks.

GRACE MOORE arrives from California today to appear at the Metropolitan Opera House tomorrow.

LOWELL THOMAS is in Chicago and will do his broadcast tonight from the NBC studio there.

WILLIAM BAKER JR., Coast head of Benton & Bowles, is back in Hollywood after a trip to New York for conferences with agency heads.

AL SCHILLIN and HY LEVY returned this morning on the Queen of Bermuda from their Caribbean cruise.

IRNA PHILLIPS, script writer, will arrive in town on Jan. 21 from Chicago for a visit with Compton and Pedlar & Ryan radio executives.

A. T. SIMMONS, manager of WADC, Akron, is in town.

JERRY BELCHER will be in West York, Pa., on Sunday for his "Interesting Neighbors" broadcast over NBC.

CECIL MASTIN, manager, WNBF, Binghamton, expected back from Florida in a few days.

Tom Kearns Joins WOR

Tom Kearns, joins the press staff of WOR today, under G. W. Johnstone, head of the department. Kearns has had wide experience in the radio and theatrical field and will do general exploitation and publicity work.



Bob Howard to Manage Hearst Detroit Office

(Continued from Page 1)

to Van Cronkhite Associates. He was at one time radio time buyer for Campbell-Ewald Co., Detroit.

WSM Facsimile Service Gets Under Way Shortly

(Continued from Page 1)

with its regular 50,000 watts, according to Harry Stone, g.m. Chief Engineer Jack DeWitt is enthusiastic about the possibilities of facsimile.

Carnegie Hall Considering Popular Orchestra Policy

A contemplated change in management at Carnegie Hall will call for a new series of popular orchestra concerts to be heard following Sunday's appearance of Benny Goodman. The change in policy, it has been learned, will come after some sessions of the board during which the financial success of the coming appearance will be closely followed. New policy will call for booking of leading radio bands that have large followings.

NEW BUSINESS

WHN, New York: Libby, McNeill & Libby, "That's My Story," ETs, through J. Walter Thompson; Procter & Gamble (Drene), spots.

WNEW, New York: Frank H. Lee Co. (Lee Water-Bloc Hats), Thornton Fisher, sports.

WJJD, Chicago: Oyster Shell Products Corp., announcements, through Husband & Thomas; M. J. Breitenback Co. (Gude's Pepto Mangan), ETs, through Morse International; Father Coughlin; Rio Grande Citrus Valley Exchange, ETs, through Leche & Leche; Kemp & Lane (Orangeine Headache Powders), announcements, through Hughes, Wolff & Co.

WIND, Gary: Chicago, Milwaukee, St. Paul & Pacific R. R., test announcement campaign, through Roche, Williams & Cunnyngham; Gospel Broadcasting Ass'n, talks by Rev. Fuller, through R. H. Alber Agency.

WAAF, Chicago: Prudence Life Insurance Co., news commentary; Libby, McNeill & Libby (evaporated milk), "Kitchen Advisor."

KVOR, Colorado Springs: Alka Seltzer, "Comedy Stars of Broadway"; Syrup of Pepsin, "Monticello Party Line."

KTHS, Hot Springs, Ark.: Benton County Nursery, programs, through Shaffer-Brennan; Malt-O-Meal, announcements; United Drug Co., programs, through Spot Broadcasting; Sterling Casualty Insurance Co., programs, through Frankel-Rose; Campagnie Parisienne Perfume, ETs, through North West Radio Advertising; American Pad & Textile Co., announcements, through Rogers & Smith; Carter's Chickery, announcements, through Shaffer-Brennan.



NEW PROGRAMS—IDEAS

English for Beginners

Ultimate thought of this ambitious undertaking is preparation of foreign groups for citizenship. Chief features at present is teaching of the English language to major alien groups in the city. Program airs daily (except Sunday) over WOV, New York, presented by the Board of Education. Originally it was just an experiment. Now there are nearly 2,000 "pupils" regularly submitting their "homework," consisting mostly of questions on language study and government. It's a morning airing, and according to Miss Hyla Kiczales, managing director of the station, 80 per cent of the listeners are women. That's fine, she says, for the women in these alien groups exert the greater influence in the molding of devotion to the country.

New Radio Game

Aren Beverage Co. has started new weekly quarter-hour game over WISN, Milwaukee. Titled "Arenco," idea of stunt is for listeners to match telephone numbers chosen at random in WISN studio. Cash prizes to winners. Big response has made it necessary for station to install three special telephones in studio for program.

WOW Streamlines News

Foster May of WOW, Omaha, is now conducting his "WOW Newstowers" in streamline fashion, a step toward a definite format for news presentation on the air. Its purpose is to eliminate formless and patternless presentations of news. Here's the form of May's "streamlined" broadcast:

Each piece of copy is rewritten according to the station's own style sheet. Each broadcast starts with up-to-the-minute weather news. Then the announcer presents a news index, or table of contents, in brief fashion. Then the dispatches and stories are detailed in program or related form.

"Burning Questions"

Comedy takeoff on street interviews is new starter over KFOX, Long Beach, Cal., with Hal Nichols handling microphone in mythical interviews with mythical people, all fixed by Lou Huston, laugh scripter. Vayne Hart assists Mr. Nichols in carrying the mythical mike cord.

"Just Visiting"

And the visits are to laundry customers, for remote broadcasts, of course. Show goes on thrice weekly over WKY, Oklahoma City, with Associated Laundries sponsoring.

Neal Barrett Maintaining Okla. City Headquarters

Oklahoma City—Neal Barrett, newly appointed vice-president of Hearst Radio Inc., has announced he will maintain headquarters of the southwestern division of the chain here. He has just returned following an inspection tour of the Hearst stations in Waco, Austin and San Antonio.

Explain Gerhardi Dismissal

Philadelphia—In a statement clarifying dismissal of George Gerhardi, former German program announcer, WPEN states that action taken was not because of Gerhardi ad-libbing pro-Nazi propaganda but for failure to follow orders.

KARM, KROY for Durkee

KARM, Fresno, and KROY, Sacramento, the two new CBS affiliates, will be added to Durkee's Pacific coast show Sunday. Program is heard at 7:30-8 p.m. (PST). Botsford, Constantine & Gardner, San Francisco, is the agency.

Sweetheart Soap Spots

Manhattan Soap Co. (Sweetheart soap) on Thursday will start a three-a-week series on WEAF with William Scotti's orchestra. Sponsor is also starting spot announcements on WHN. Peck Advertising Agency has the account.

Ewing Joins WMAS

Springfield, Mass.—Albert W. Marlin, manager of WMAS, announces that Gordon W. Ewing of Boston, former sales manager of WBZ and WBZA, has been appointed sales director of WMAS to succeed Edward J. Samuel, resigned. Ewing was with NBC for three years.

Samuel plans to open an advertising agency.

Students' Plays on Workshop

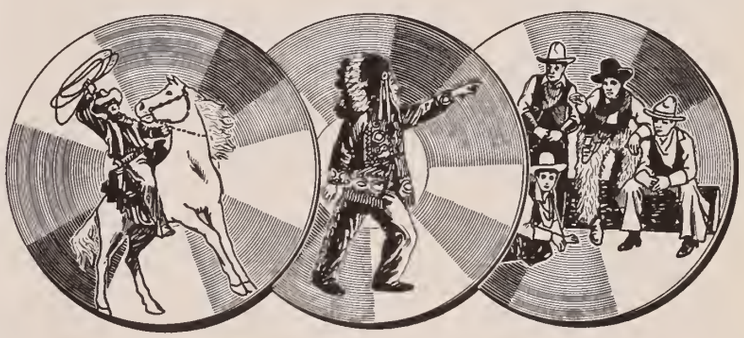
As unique presentations in its experimental series, Columbia Workshop is soon to offer three plays by members of the Radio Script and Continuity Writing Class of the Division of General Education of New York University. First of these programs by a student of the class, which is conducted by Max Wylie, CBS director of continuity, will be heard over CBS on Jan. 22 at 8 p.m.

James Roosevelt to Talk

James Roosevelt, eldest son and secretary of the President, and Representative Pettengill will discuss the administration's plan for reorganizing the government during "America's Town Meeting of the Air", Jan. 20 at 9:30 over NBC-Blue.

Second Anderson Play

Maxwell Anderson's second play for NBC, titled "Second Overture", will be presented over NBC-Red on Jan. 29 at 9:30-10 p.m. James Church will produce, with Morgan Farley, Burford Hampden, George Gaul, Charles Webster and others in the cast.



Sponsors Want RESULTS
Stations Want AUDIENCE
ANSWER: "THE LONE RANGER"

TESTED AND PROVEN COAST TO COAST

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS WILL BE READY FEBRUARY 15TH

Make Reservations for Territory Now
Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

☆ F. C. C. ACTIVITIES ☆

EXAMINER'S RECOMMENDATIONS

Curtis Radiocasting Corp., Evansville, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be denied.

William C. Smith, Bogalusa, La. CP for new station. 1310 kc., 100 watts, unlimited, be denied.

Sims Broadcasting Co., Globe, Ariz. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

Gila Broadcasting Co., Safford, Ariz. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be granted.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime, be granted.

CALL LETTERS ASSIGNED

W. E. Whitmore, Hobbs, New Mex. New station. KWEW.

J. K. Patrick & Co., Athens, Ga. New station. WGAU.

HEARINGS SCHEDULED

Feb. 23: Frank Ray, Dickinson, N. Dak. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

KPAC, Port Arthur, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 1 KW., unlimited.

Jonas Weiland, New Bern, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

L. B. McCormick, Greenville, N. C. CP for new station. 1370 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW.

Charles S. Sharpe-Minor, Pasadena, Cal. CP for new station. 1170 kc., 250 watts, limited.

CKLW, Windsor-Detroit

Frank Burke, emcee who has a big following among shut-ins, has been given an extra half-hour on Wednesday afternoons.

Bill Lewis, baritone, accompanied by Gordon Fleming, organist, also has many faithful listeners.

WPG, Atlantic City

Station's new staff orchestra under direction of Joseph Terlitzky takes the air from Neptune Studio on Monday.

Father Coughlin returns to the schedule Sunday afternoon.

WOKO-WABY, Albany

Harold E. Smith, g.m., is on the road to recovery and will be back in his office within 10 days. After catching up with work, he goes to Florida for a vacation.

Amateur program over WABY emceed by Billy Rose has a new sponsor, Shapiro Jewelers' in connection with RCA Victor dealers.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS



● ● ● **Nelson Eddy leaves the Chase & Sanborn hour this Sunday to concentrate on a concert tour, and his spot will be filled by John Carter on the 23rd....Ford has increased its budget for guestars on the Al Pearce show and, beginning with Lou Holtz's appearance on the 25th, will feature Big Names....Cornelius Vanderbilt Jr. lunched with P. Lord at the Ambassador the other day to work out a deal whereby the former will take an active stab at radio....Lady Esther, while cancelling the Wednesday Wayne King show, plans a variety show from Hollywood to take over that spot....Fred Keating was auditioned by Lord & Thomas the other day for a Lucky Strike show...."Melody Puzzles," heard on WOR and NBC, cancels the former show—but may use that time for another test show.... Charmee Allen is subbing for Florence Malone on the "Aunt Jenny" show. ....Mitzi Gould has been the secret bride of Walter Pick, a mouthpiece, since June....NBC is planning a series of ten 15-minute shows in which they'll feature the ten leading swing pianists in the country....Bob Prescott left the Kate Smith show to handle sound on the "Goldbergs".... Al Donahue waved the baton in front of Ruby Newman's band at the Rainbow Room opening Wed. nite—because Newman was sick in bed.**

● ● ● *KSTP's Thomas Rishworth, educational director, is turning teacher....This week he inaugurates a new class in radio at the St. Paul YMCA which will be open to everyone—also classes at the College of St. Catherine....While the "Y" courses will be of general nature, those at the college will be script writing exclusively....Bill Bivens, rotund young announcer at WBT, Charlotte, N. C., is making quite a name for himself as a nimrod around those parts. Practically every moment Bill is not on duty around the station, he's out stalking the feathered prey....Frances Bloom, secretary to Louis K. Sidney, is engaged to Dr. Saul Freedman....So much curiosity has been aroused by those teaser ads appearing on page 2 of RADIO DAILY that we've been offered as high as steen bucks to tip off the identity of the advertiser and the tragedy of it is that we don't know.*

● ● ● **Gabriel Heatter's "We, The People" made its final "repeat" show for the coast last nite. Hereafter the "east show" will flash direct to California coming through in the afternoon....James Hall, who emceed a MBShow recently, is reported set to return to the airwaves with Hollywood gossip....Life mag, in sending a crew of fotographers to the studios for unusual shots to be used in a Feb. issue, is ignoring all bands.... Beatrice Lillie who was to be commentator for Benny Goodman's swing concert at Carnegie Hall on Sunday—won't, because of a rush call to the coast for retakes....Goodman was propositioned to give a second concert there—with a guarantee of a sellout within 48 hours. The last 15 minutes of the concert will feature a jam session....Carl Hoff does a one-time shot on "Hit Parade" Feb. 12 as an audition, with R. Himber returning for the 19th and 26th shows....Madeline Gray, CBS' "Dear Teacher," was secretly married to Robt. Rubenstein, N.Y. attorney, after last Thurs. show....Wilbur Evans, Open House baritone, has joined the CBS coast basketball team.... Nan Wynn will be the first vocalist to attempt to sing lyrics to Raymond Scott's weird compositions....Howard Phillips has been shoved into a few more evening spots—because of sponsor-interest....Doris Rhodes, CBS' latest find, gets a 7:30 Monday spot PERMANENTLY for build-up purposes.**

● ● ● *Harry Creighton, sports announcer at WAAF, Chicago, claims the distinction of being one of the very few American broadcasters who announce polo games....WIL, St. Louis, has a songster who changed his name to Johnnie Sharpel because his real tag is: Hana Josef Milhim Sharpel Aikikikie Fram Shina Minil Mazera Ferdibian—and Bart Slattery swears it's the McCoy handle.*

PROMOTION

"Willie Talks"

Willie is a ventriloquist's dummy, but no Edgar Bergan makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion's Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

"What's On the Air"

Logged as "What's on the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

WDRC, Hartford

Joseph Blume will lead the new studio orchestra.

Alfred Odell, ventriloquist, and his dummy, Jerry O'Toole, started a regular series Wednesday.

Two CBS programs, Colgate's "Stepmother" and Arthur Godfrey for Barbasol, have joined the schedule.



PROGRAM REVIEWS

BEN BERNIE

U. S. Rubber Co.
WABC-CBS Network, Wednesday, 9:30-10 p.m.
Campbell-Ewald Co.

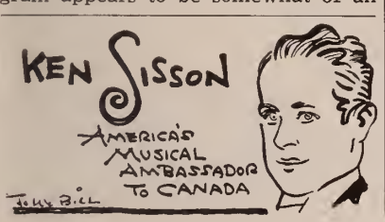
MAESTRO RETURNS WITH SUPPORTING TALENT MAKING FOR GOOD MUSICAL AND COMEDY ENTERTAINMENT.

Bernie has the assignment of handling the last half-hour opposite Fred Allen and if he succeeds in bringing with him his usual following his sponsor should have nothing to worry about. With Bernie are Lew Lehr, comedian, and Jane Pickens and Buddy Clark, vocalists. From a comedy and laugh angle, competent orchestra, fine singing, and fast moving production, apart from the maestro, the program for a first show was certainly an attractive proposition. Gags clicked on all cylinders. Lehr may have some material not considered new, but it went over nicely. Bernie himself did okay on comedy, also reading wires from such celebs as Cantor, Benny and Winchell. As usual, Bernie worked cleverly with the rest of the cast. Toward the close there was a hillbilly travesty skit.

U. S. tire credits introduced a novel approach, as though the manufacturers were actually in the biz of public service in producing a nonskid product, the listeners being sold on safe driving, etc., and it sounded very convincing. Show should not only bring with it the Bernie following but add many additional listeners. Eddie Cantor, incidentally, on his show an hour earlier on CBS, requested the audience to tune in on his pal Bernie.

"Gang Busters"

Colgate - Palmolive - Peet for its shaving creams, continues its gangster-police story series on CBS at 10-10:30 p.m. Wednesdays, with Col. H. Norman Schwartzkopf now in role of conductor. Schwartzkopf is former head of the New Jersey state police, which he organized, and of course is known to many through the Lindbergh case connection. Opening story presented by the Colonel was based on the Buffalo "phantom robber" who unmercifully beat his victims as well as robbing them. Police Chief Higgins of Buffalo was on hand, telling the story to Schwartzkopf in a room loaned for the purpose by Commissioner Valentine of New York at headquarters. Dramatic action unfolded and told the story in above average manner. It was an excellent production. "Crime clues" broadcast at the close of the program appears to be somewhat of an incoherent proposition to the average listener who may not be following the show.



"MANHATTAN AFTER DARK"

with Eddie Garr
Bromo-Seltzer
WJZ—NBC-Blue, Wednesdays, 8:30-9 p.m.
J. Walter Thompson

VISITS TO BROADWAY NIGHT CLUBS SHOULD DEVELOP INTO INTERESTING SHOW.

Though the initial broadcast of this new series, which replaces Sidney Skolsky's Hollywood chatter, didn't set any houses afire, it shapes up as a good idea that can be developed. With Eddie Garr as emcee, plan is to take listeners behind the scenes of Broadway night clubs, with the International Casino as the first spot. Some of the performers at that rendezvous were briefly interviewed, and Garr did some singing and comedy spieling which will probably get better as he becomes acclimated and works up better material.

Briefly

"Broadway Melody Hour," on WHN-WOR, last Wednesday night offered one of its unusually good programs. Col. Jay C. Flippen is the nimble emcee, with vocalists including Helen Yorke, Ethel Shepard and an unannounced baritone who sounded plenty swell. Max Gilbert in dialect comedy and a couple of bird imitators also clicked. Don Albert wielded the baton in absence of Irving Aaronson, who is laid up.

Among the more cheery voices of the air—and one that can be clearly understood—is that of the telephone girl in "Hecker's Daily Information Service" on WOR. The voice belongs to Amy Sedell, an up-and-coming young actress who has been heard on various programs. The bright manner in which she handles the hello-girl role with its limited possibilities augurs well for Miss Sedell.

Lawrence Tibbett is putting an additional sock into those already highly popular Chesterfield programs with the Andre Kostelanetz orchestra over CBS on Wednesday nights. Tibbett's rendition of the "Figaro" song on the last broadcast again proved he has peers in this number, among others.

ORCHESTRAS - MUSIC

KAY KYSER and his orchestra have received 25,000 letters from radio fans in the past seven weeks as a result of the MBS "College of Musical Knowledge." On Monday, program gets a new night spot, 12:30-1:30 a.m.

Leo Zollo and his crew present a new and original idea in his "Laughing Interludes" on his new series over WIP, Philadelphia, three nights weekly from the Georgian Room of the Ben Franklin Hotel.

Ray Sinatra's new WOR - Mutual program, starting Jan. 27 at 8-8:30 p.m., will be titled "Poetic Dance Moods." Jack Arthur, Sylvia Froos and the Key Men will appear with him.

Jimmy Noel, one of the Paul Whiteman Rhythm Boys, has arrived in New York to organize his own band. This will make the 18th Whiteman protege to branch out with a musical aggregation of his own.

Mike Riley has written a novelty tune called "It Looks Like A Cruller, Doughnut?". He will feature it on his forthcoming road tour, which includes Detroit, Providence, Cincinnati and Cleveland.

Tommy Dorsey's sustaining broadcasts will be temporarily discontinued when he leaves the Hotel Commodore for personal appearances the end of this month. During February he will play theater and college dates.

Jack Jenney's new band will feature Adelaide Moffett, daughter of the ex-Federal Housing Commissioner, as vocalist on his radio broadcasts. Miss Moffett clicked in several of Manhattan's smart spots in her professional debut this season.

BOSTON

Bill Cunningham's sports review on WNAC and the Yankee web has been renewed by Kellogg.

Mac and Moore, WBZ-WBZA funsters, make their first NBC coast-to-coast appearance on "Little Variety Show."

Gillette Razor and Plymouth Rock Gelatin Co. are new participation programs on Yankee network.

LINCOLN

Chuck Miller has assumed the chief announcer's post at KFAB, vacated by J. B. Lake, who has gone to Hutchinson.

Jim Cox, KFAB-KFOR continuity staffer, is writing all the Chamber of Commerce weekly shows with exception of five which are the labors of J. Gunnar Back's radio writing class at the University.

WELI, New Haven

Mrs. William Phillips, conductor of "Tell Me a Story" weekly children's program, is conducting a contest, inviting every child who has written either a poem or story to participate.

Vera Cruse is featured on the new "Kressel and Wolf Swing Session" commercial, Sundays at 3, with Dave Hudkins and orchestra.

Returning to the fold: the Dargan Brothers, Mary Morrisey, Sylvia Feldman.

AGENCIES

MASON BRITTON has been elected chairman of the board of the Advertising Federation of America, succeeding the late E. H. McReynolds. Britton has been a director of the organization since 1935. George W. Slocum, president, announces the election of Henry Obermeyer as a director of the federation to succeed McReynolds.

H. A. BATTEN, president of N. W. Ayer & Son Inc., has been elected a director of the First National Bank, Philadelphia. In this position he follows in the footsteps of two late presidents of the national advertising firm—F. Wayland Ayer and Wilfred W. Fry.

COL. K. G. MARTIN of Charles W. Hoyt Co. Inc. has been elected a director of the Norwegian Chamber of Commerce.

GUEST-ING

VIOLA PHILO and CORINNE FREDERICK, on "Radio City Music Hall of the Air," Jan. 23 (NBC-Blue, 12:30 p.m.).

RICHARD CROOKS, on Ford Sunday Evening Hour, Jan. 23 (CBS, 9 p.m.).

JEAN STARR UNTERMEYER, poet, on Martin Weldon's "Blue Skies," today (WINS, 3:15 p.m.).

CHRISTOPHER MORLEY, on "Book of the Month Club," Jan. 15 (WQXR, 9 p.m.). J. B. PRIESTLEY, same program, Jan. 16; PEARL BUCK, Jan. 17.

ALICE FAYE, TYRONE POWER, ALICE BRADY, BRIAN DONLEVY, in scenes from "Old Chicago", on "Hollywood Hotel", Jan. 21 (CBS, 9 p.m.).

New WMPS Comm'l Manager

Memphis—Bill Kirkendale has been appointed commercial manager of WMPS. He was formerly with WCPO, Cincinnati. Both stations are owned by Scripps-Howard Radio Inc.



STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Dedicates Mobile Unit To Texas Public Service

Dallas—Mindful of the great part radio has come to play in public emergencies, Martin B. Campbell, general manager of WFAA here, has dedicated the station's new mobile unit transmitter, KAXD, to the "public interest, convenience and necessity" in the 178 Texas counties throughout the station's primary coverage area.

Brochures giving complete information on the unit, and offering it to the public service in emergencies, have been mailed to mayors, police chiefs, county judges and sheriffs, American Red Cross chapters and newspapers in north, northwest, central and east Texas.

WFBM Adds Equipment

Indianapolis — Equipment recently added by WFBM here includes two new adjustable boom-stands to facilitate handling musical programs and two Collins 40-watt high frequency transmitters covering four different frequencies in relay broadcast band, which were added preliminary to announcement of new mobile unit.

Chief studio engineer R. B. Rennaker has completed installation of a selective monitor system.

Install Sound-Proof Doors

Evanston, Ill.—Irving Hamlin, manufacturer of the Evanston Sound-Proof Door here, has announced orders for the product from CBS, to be added at Station WCCO. Doors are of the modified type, similar to those recently installed at WBBM, Chicago, and the NBC studios at Merchandise Mart, Chicago. Installations have also been made at KMOX, St. Louis; KOA, Denver; WBR, Baton Rouge, La.; KVOO, Tulsa, and WISN, Milwaukee.

Charles Edward Stahl

Upper Montclair, N. J. — Charles Edward Stahl, President of Arcturus Radio Tube Co., Newark, died yesterday after a short illness of pneumonia at his home here. He had been with the concern when it was organized and returned in 1930 as general manager. He was made president last month.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,104,011—Radio Signaling System. Edwin H. Armstrong, New York.

2,104,012—Multiplex Radio Signaling System. Edwin H. Armstrong, New York.

2,104,028—Aircraft Blind Landing Beam System. Francis W. Dunmore, Washington, assignor to the Government of the United States, as represented by the Secretary of the Navy.

2,104,075—Radio Direction Finder. Charles S. Franklin, Poldhu, near Mullion, England, assignor to RCA.

2,104,087—Automatic Volume Control. Alfred A. Linsell, Sydenham, London, England, assignor to RCA.

2,104,100—Superheterodyne Converter Network. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,104,107—Automatic Gain Control. Adrianus H. H. van der Ven, Eindhoven, Netherlands, assignor to RCA.

2,104,128—Gas Discharge Tube Delay Circuit. Richard K. Honoman, Bloomfield, and Leland K. Swart, Mountain Lakes, N. J., assignors to American Telephone and Telegraph Co.

2,104,160—Adjusting Device in Particular Electrical Condenser. Kari Hengel, Berlin, Germany.

2,104,253—Luminescent Screen and Method of Use. Philo T. Farnsworth, San Francisco, assignor to Farnsworth Television Inc.

2,104,318—Multiple Phase Modulation. Murray G. Crosby, Riverhead, N. Y., assignor to RCA.

2,104,324—System of Compensating Automatic Volume Control. R. Lee Hollingsworth, Riverhead, N. Y., assignor to RCA.

2,104,533—Method and Means for Controlling Gas-Filled Tubes. Leon L. von Kramolin, Berlin-Wilmersdorf, Germany.

2,104,541—Modulation System. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,104,566—Electron Tube. Loury G. Maloff, Philadelphia, assignor to RCA.

2,104,569—Variable Mechanical Means for An Oscillation Circuit. Herbert Muth, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,104,610—Antenna and Coupler System. Robert B. Dome, Bridgeport, Conn., assignor to General Electric Co.

2,104,616—High Frequency Receiver. George W. Fyler, Stratford, Conn., assignor to General Electric Co.

2,104,635—Means and Method for Suppressing Interference in Radio Reception. Harry B. Breedlove, Memphis, Tenn.

2,104,682—Amplifier Control Circuits. Bernardus D. H. Tellegen, Eindhoven, Netherlands, assignor to RCA.

Overhaul Transmitter

San Francisco—Paul Schulz, KYA chief engineer, has announced complete overhauling and modernization of station's auxiliary transmitter, installed in same building with new 5,000-watter. Auxiliary will be used only if new transmitter fails.

Alter KSL Studio

Salt Lake City — Alterations are now in progress on KSL's Studio A to accommodate greater production and for technical improvement. Enlarged orchestra and ensemble work has required new floor covering, rearrangement for greater audience observation, and redecoration.

McElrath on Coast

Hollywood—George McElrath, NBC supervising engineer in New York, is here on a survey of the local setup and for conferences with Don Gilman, v.p., before continuing a swing around network affiliates on the coast.

New Low in Distortion

Charlotte, N. C.—WBT here, recently installed engineering equipment in its 50,000 watt transmitter which reduces its distortion to sixtenths of one per cent—just about as low as possible with present radio equipment.

Announcers' Rack

Springfield, Mass.—Chief Engineer Hillis Holt has installed a new rack in the small studio for holding announcement copy.

Eight Years with KSL

Salt Lake City—Eugene Pack, chief engineer of KSL here, this week marked his eighth year with the station. A member of the I.R.E., he came to KSL after having been connected with KLO, Ogden, Utah, and Western Union. He's a graduate of the University of Utah with a degree of B.S.

Saxton Moves Quarters

Hollywood — A. H. Saxton, chief engineer of the NBC Western division, has moved his headquarters from San Francisco to Hollywood, marking final transfer of departmental heads to NBC here.

Station Improvements

New Orleans—WJBW has applied to the FCC for a construction permit to make changes in equipment, increase power from 100 watts to 100 watts night, 250 watts day, install vertical antenna, and move transmitter.

Mandan, N. D.—FCC has before it request from KGCU to change hours of operation from specified to unlimited time. Station would also install vertical antenna and move transmitter from 111 First Avenue, N.W., to new site still to be determined.

Clovis, New Mexico—KICA is seeking license to cover construction permit for new antenna and move of transmitter.

Most High Power Stations Now Vertically Equipped

Eighty-six per cent of all high-powered regional stations (over 1,000 but less than 50,000 watts) are now equipped to broadcast the vertical-cut Wide Range programs produced by World Broadcasting System, Norton Cotterill, WBS vice-president, has announced. The trend appears to be spreading to stations of all sizes.

"Vertical" coverage is 100 per cent among stations of 50,000 watts or over. In the 1,000 watt "regional" class, 213, or 64 per cent have vertical-cut reproducers, while in the 100 watt classification, 121 stations have made the financial investment necessary to provide their listeners with "four-color" program reproduction.

The WBS survey, of which these figures are a part, shows an increase of exactly 100 per cent since 1935 in the total number of vertical-equipped stations.

Improvements for Tabernacle

Salt Lake City—Construction has been started on an ultra-modern radio control room in the great Mormon Tabernacle on Temple Square here. Room will house most up-to-date developments in studio control equipment, with facilities provided for monitoring and mixing 7 microphone channels. Installation will be used in origination of nationally known Tabernacle Choir and organ broadcasts heard over CBS coast-to-coast each Sunday, and in other broadcasts from the building.

"GIVE ME *City*"
Pick up your phone and express the preference of discriminating advertisers who appreciate fine craftsmanship.
CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone . . . . . COlumbus 5-6741

C. & S., JACK BENNY TOP NATIONWIDE POLL

(*Continued from Page 1*)

ey, is bought by sponsors who use full national coverage.

There is also the case of Paul Sullivan, whose high number of votes is explained by the fact that WLW, over which he is heard, is the country's most powerful radio station (500,000 watts) thereby giving him a wider listening range even from a single station.

By and large, however, a poll of editors and critics representing every section of the country has been found to be the most reliable consensus in evaluating excellence in entertainment.

In the voting, many radio editors designated as their favorite personality a star who belongs to a program other than the same editor's favorite radio show. This accounts for Jack Benny heading the list of "personalities," while his program was second in the list of favorite shows. The Chase & Sanborn hour, on the other hand, was rated tops as a production, due to its more elaborate cast make-up, while the latter program's Edgar Bergen and Charlie McCarthy, taken by themselves, were second in the "personality" list.

The vote for orchestras shows less popularity than expected for the "swing" group. Ted Husing's walk-away in the sports commentator class was another highlight of the poll.

KFRO, Longview, Tex.

Morris Ming, formerly chief engineer at KIUL, Garden City, Kan., is now here as assistant c.e.

Station recently supplied music by remote for the Lions Club annual banquet and installation.

Following a big fire some time ago, broadcast over the station, sales department sold a local insurance agent to sponsor future fires—and now they're still waiting for fires.

Kids' Favorites

Joe Penner is the favorite of juvenile radio listeners, with Eddie Cantor second, according to the second annual Children's Preference Survey conducted by Erwin M. Frey & Affiliates, public relations counselors, for The Boys' Athletic League.

Favorite radio stars designated by boys were: Penner, Cantor, Lone Ranger, Jack Benny, Bing Crosby, Jack Oakie, Kate Smith, Martha Raye, Dick Powell, Nelson Eddy, Tom Mix, Charlie McCarthy, Al Pearce, Al Jolson, Bob Ripley and Pick and Pat.

The girls voted: Penner, Cantor, Benny, Crosby, Burns and Allen, Deanna Durbin, Jolson, Benny Goodman, Eddy, Rudy Vallee, Phil Baker, Charlie McCarthy, Powell, Kate Smith, Jeanette MacDonald, Oakie.

Data On Program Winners

CHASE & SANBORN HOUR

Sponsored by Standard Brands Inc. for Chase & Sanborn Coffee; Sundays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Don Ameche, emcee; Nelson Eddy and Dorothy Lamour, vocalists; Edgar Bergen and Charlie McCarthy, Stroud Twins, and a different weekly guest star. W. C. Fields also appeared during present program's first several months.

Orchestra: Robert Armbruster.

JELL-O PROGRAM

Sponsored by General Foods Corp. for Jell-O; Sundays at 7-7:30 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Sam Hearn (Schlepperman), Don Wilson.

Orchestra: Phil Harris.

ROYAL GELATIN HOUR

Sponsored by Standard Brands Inc. for Royal Gelatin; Thursdays at 8-9 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Rudy Vallee and guest talent, with Tommy Riggs and Betty Lou as a recent steady feature, and Graham McNamee as announcer.

Orchestra: Rudy Vallee.

KRAFT MUSIC HALL

Sponsored by Kraft-Phenix Cheese Corp.; Thursdays at 10-11 p.m. on NBC-Red Network.

Agency: J. Walter Thompson Co.

Cast: Bing Crosby, Bob Burns and guest talent.

Orchestra: John Trotter.

TOWN HALL TONIGHT

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays at 9-10 p.m. on NBC-Red Network.

Agency: Young & Rubicam Inc.

Cast: Fred Allen, Portland Hoffa, Harry von Zell and guest talent.

Orchestra: Peter Van Steeden.

LUX RADIO THEATER

Sponsored by Lever Bros. for Lux toilet soap; Mondays at 9-10 p.m. over CBS.

Agency: J. Walter Thompson Co.

Cast: Guest talent changed weekly, with Cecil B. De Mille as director.

N. Y. PHILHARMONIC-SYMPHONY ORCHESTRA

Sustaining; Sundays at 3-5 p.m. over CBS.

Conductor: John Barbirolli.

Commentator: Deems Taylor.

CHESTERFIELD PRESENTS

Sponsored by Liggett & Myers Tobacco Co. for Chesterfield cigarets; Wednesdays at 9-9:30 p.m. over CBS.

Agency: Newell-Emmett Co. Inc.

Cast: Andre Kostelanetz's Concert Orchestra, with guest soloists; Deems Taylor, commentator; Paul Douglas, announcer.

FORD SUNDAY EVENING HOUR

Sponsored by Ford Motor Co.; Sundays at 9-10 p.m. on CBS.

Agency: N. W. Ayer & Son Inc.

Cast: Ford Symphony Orchestra and Chorus, conducted by Eugene Ormandy, plus guest soloists, and talks by W. J. Cameron.

MAGIC KEY OF RCA

Sponsored by Radio Corp. of America for all RCA products; Sundays at 2-3 p.m. on NBC-Blue Network.

Cast: Guest talent and specialties, with Milton Cross, John B. Kennedy and Ben Grauer as commentators.

Orchestra: Conducted by Dr. Frank Black.

BIZ PLACED ABROAD UP 225% LAST YEAR

(*Continued from Page 1*)

tina, Brazil, West Indies and Mexico, with an important showing made in Hawaiian Islands, Australia and the Philippines. Considerable number of American advertisers are getting away from the electrical transcription angle and are using local live talent.

On the Continent, Station Luxembourg continues to be in a class by itself, covering the British Isles with English programs and obtaining the highest rate in the world for its sold out Sunday time, running into as much as $2,000 for an hour, with a long waiting list on tap.

WKAT, Miami Beach

Station's "I Want a Job" program, with Ted Coughlan as interviewer, has drawn an unusual audience response. Program presents fully qualified citizens of greater Miami and is devoid of sentiment or the usual type of hard luck appeal.

Ted Husing was presented as guest announcer on a remote pickup of the Club Continental.

KGER, Long Beach, Cal.

William Davidson is the latest addition to sales staff.

Station has formed a Public Events Department, to be run in conjunction with its news bureau. Clete Roberts, news editor, and Fred Henry, announcer, are in charge. The new portable recording outfit will be used in the work.

KVOR, Colorado Springs

Hugh B. Terry, manager, leaves this week-end for several days in Oklahoma City.

Dudley Tichenor of the sales staff, and wife, took a little vacation.

Carl Druemeller subbing for Bob Taylor, chief engineer, who is ill.

John Bissell, baritone, and Pike's Peak Melodeers, male quartet, are featured in "Way Back When," new 30-minute show starting Sunday.



Greetings from Radio Daily

January 14

George Ansbro, Spencer Bentley, Hendrik Willem Van Loon, Seymour Simons

January 15

Goodman Ace, Henry Burr, H. S. Goodman, Helen Yorke, Kathleen Wilson

January 16

John B. Kennedy, Ethel Merman, Irving Mills, Babs Ryan, Charles Stark

Los Angeles

A FULL-HOUR swing session will be aired by CBS from here tomorrow with Paul Whiteman and his orchestra, Connie Boswell, Raymond Scott Quintet, Louis Armstrong, "Fats" Waller, Joe Venuti, Jerry Collona and Jack and Charlie Teagarden. The show will be the first of the "Saturday Night Swing Club" programs to be heard for a full hour. Phil Cohan is producing the show.

"Beauty Question Box" is a new quarter hour show on KMTR, Mondays at 4:15-4:30.

Charles Tazewell, radio scripter, has been added to the writing staff on the Warner-Lucky Strike show by Tom McAvity, producer for Lord & Thomas. Writer was formerly of CBS continuity staff, also contributing scripts for several commercials, including Irvin Cobb's "Paducah Plantation."

Mark Kelly, accompanied by Bernard Weinberg, producer, went to San Francisco to corral "Slingin' Sam" Baugh, star of the Washington Redskins professional football team for his CBS Pacific Coast broadcast Thursday night.

Clover Kerr will be heard on KFWB via transcriptions for a week or ten days while the sunshine girl revels in the sunshine of Palm Springs for a like period.

Paul Whiteman threw a party at the Grove for Al Lewis, Hank Garson and Tom Langan, who script the Whiteman-Chesterfield show.

Warren Stokes is recording a program for 20th Century-Radio Productions which embraces features of his "Pick of the Pictures," "Hollywood Newsreel" and "Hollywood Question Box." Interviews Montagu Love on the first transcription.

Meredith Willson, head of the NBC music department, has been signed to continue as musical conductor-arranger for "Signal Carnival" through 1938. Maestro also conducts the Maxwell-MGM "Good News" show.

ONE MINUTE INTERVIEW

GEORGE GRIFFIN

"It is deplorable that avenues for entry into the field of broadcasting are daily narrowing. The dropping off of amateur hours is a blow to ambitious tyros and the networks are daily becoming less amenable to the auditioning of aspirants to professional fame. All an embryonic artist wants is a chance to show his talents before an audience. And this, after all, is the best and fairest way to determine whether or not the tyro's talents are worthy of development."

☆ Coast-to-Coast ☆

TEDDY BERGMAN is making disks for Alka-Seltzer. Talent set by Sound Masters Inc.

"Community Breakfast Table," featuring Florence Maxwell and Louis Fehr, is now a WMCA morning feature at 7:45-8 a.m.

WHOM aired the Jersey City Chamber of Commerce 15th anniversary by remote control from the Hotel Plaza, J. C., Wednesday night, with Mayor Frank Hague among speakers.

The Brown Sisters are vacationing from WICC, Bridgeport, for two months.

Tino Rossi, French tenor, arrived in Montreal this week to open a tour of his "Continental Varieties."

"The Musical Hour" on WAAF, Chicago, has passed its 250th consecutive Sunday broadcast under same sponsor. Program Director Jack Odell arranges and announces the program. On same station, Bob Hawk is rounding out six years of his "Red Hot and Lowdown," recordings and chatter.

"The Editor Speaks," WMCA's weekly digest of editorials appearing in the New York City newspapers presented for 15 minutes on Saturdays at 7:45-8 p.m., is being revised to include the opinions of listeners on the subjects editorialized in the newspapers. The new show, expected to start in a few weeks, will be extended to half an hour.

Ivy Dale of Ed Smalle's choral group has been signed by the Salmaggi Opera Company. She is the third member of Mr. Smalle's chorus who has been put under contract by an opera company.

The Magazine of the Air, on WABC Sundays at 5 p.m., becomes a concert program starting this week. It features Channing Pollock as commentator; Morton Bowe, tenor; Genevieve Rowe, soprano; and Mark Warnow's orchestra and chorus. Vera Brodsky and Harold Triggs, pianists, are the guest artists.

John S. Young, radio director of the New York World's Fair, will pinch-hit for Bryce Oliver on the Monday night "New York News" program over WHN at 9-9:15 p.m. Oliver is vacationing in the West Indies.

WORC, Worcester, announces that an agreement has been signed with its employes. The announcement was made by E. E. Hill, station manager.

Two special shortwave pickups will highlight a broadcast of the Los Angeles opening of 20th Century-Fox's "In Old Chicago" over the Mutual network at 11:30 tonight. Alice Faye, Alice Brady, Don Ameche and Tyrone Power, who head the cast of the production, will greet listeners from the lobby of the theater. Emcees will be Jack Haley and George Fischer.

WOR is offering to feed every radio station in New Jersey with its pick-up for the inauguration of Harry A. Moore into the Governorship next week. Stations may either take the program off the air and rebroadcast it, or take it off the nearest line point. If the latter is done, station must pay the line charges.

Star Radio Programs has just signed a new Canadian station, CFGP in Grande Prairie, Alberta, for the "Morning Bulletin Board" program and the Star Commercials. Star has also signed KATE, Albert Lea, Minn.

Vera Brodsky, young American pianist, returns to solo work in a new CBS program series starting Jan. 17 at 3:45-4 p.m.

SAN ANTONIO

J. C. Jannett has been added to the sales force at KTSA.

"Sonny" Garden, singing-guitarist, is drawing a nice amount of fan mail at KABC.

Vivian Vorden, gal ork leader, formerly heard via KONO, tied the nuptial knot recently.

Ruby Wright of the Broadway show, "Music in the Air," recently joined Barney Rapp's New Englanders on the Saint Anthony Rainbow Terrace.

N. J. Names Publicist

Trenton, N. J. — Lockwood Barr, New York publicity man, has been appointed to handle the New Jersey Council's $150,000 advertising and publicity campaign, in which radio promotion will play a part.

PITTSBURGH

WCAE now feeding 12 programs to Mutual.

Cliff Daniel had Alexander Woollcott (gratis) on his program the other night.

Phyllis Morton, radio poetess, missed her first program in three years because of a "flu" attack.

Eloise Drake, a real soprano discovery, never on the air, is keeping her fingers crossed as both WCAE and KDKA bid for her services. Harvey Gaul, noted critic and composer, rated Miss Drake "the tops" in a newspaper interview and offers came thick and fast.

Elsie Lichtenstul soon will have a "double bill" on WCAE. Her present 15 minute spot on Sunday will be followed the next 15 minutes with a program paid for by another sponsor.

Chicago

ELSA MAYER, contralto, has launched a new Sunday series titled "Lieder of the Masters" on WAAF. She is assisted at piano by Estelle Barnes, whose own "Soliloquy" will soon go on a daily basis.

Fred Sullivan of the "Attorney at Law," cast is back at work after a fortnight of illness.

MacDonald Carey of "Woman in White" is taking singing lessons. Says it improves his speaking voice.

Smiling Ed McConnell is now Flying Ed McConnell. Spending the winter at Pass Christian, Miss., he flies up every weekend for his Acme White Lead program at NBC.

Fort Pearson, NBC news commentator, next Sunday launches a new program of his own building on WMAQ, titled "News Highlights of the Week."

Driskill Wolfe, WAAF romantic tenor, is away on vacation.

Estelle Barnes has launched a new classical piano series on WAAF.

"Home Marketing Hints" with Jean Abbey and Carolyn Price will be aired over WGN Fridays. Geyer-Cornell & Newell is the agency.

Sally Jo Nelson is here visiting friends at WGN where she used to work. She has been offered a part in a Broadway musical and is also set for Chevrolet transcription series.

Bob Bailey, NBC actor, has been written out of "Dan Harding's Wife," and is vacationing in Miami.

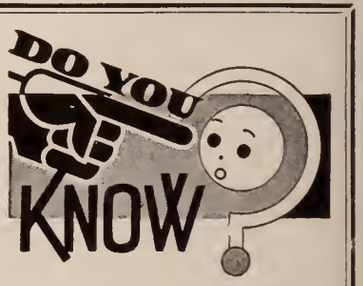
Al Hollender, WJJD and WIND publicist, flew to Dallas on first leg of vacation. Expects to spend some time at Hot Springs, Ark.

Lee Francis, WBBM pianist, has worked up a class of piano pupils.

Roger Krupp, "Arnold Grimm's Daughter" announcer, is back after a week of illness.

"Melody Puzzles" New Talent

Vocalist changes by Lucky Strike for its NBC and WOR "Melody Puzzles" programs include Songsmith Quartet joining the Monday night stanza on NBC-Blue network, and Jimmy Shields replacing Buddy Clark on the WOR show.



Jane Pickens has won three music fellowships at Juilliard Institute, where she is studying opera.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 11 NEW YORK, N. Y., MONDAY, JANUARY 17, 1938 FIVE CENTS

90% of Affiliates Sign AFM Deal

NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY

Washington — Though admitting it could take no action, the FCC, in a letter made public Friday, severely reprimanded NBC for the Mae West skit aired recently. The letter, sent by Frank R. McNinch, FCC chairman, to Lenox R. Lohr, president of NBC, follows in full:

The Commission has carefully considered the transcript of the "Adam and Eve" feature by Don Ameche and Mae West and the dialogue between Mae West and Charlie McCarthy, sponsored by Chase & Sanborn and broadcast by NBC, on Dec. 12. It is our considered opinion that both of these features were far below even the minimum standards which should control in the selection and production of broadcast programs.

We commend your company for having apologized over the radio and through the press for these features and again in your letter to the Commission. We are unable, however, to accept the view expressed in your letter that the broadcasting of these features was only a "human error in judg-

(Continued on Page 3)

Wrong Democrat

Boise—A KIDO announcer changed the course of history for a few minutes the night of the annual Democratic Jackson Day rally. In presenting the local station's broadcast from banquet hall, one of the "Voices of Idaho" looked a six-foot portrait of President Jackson square in the face and blithely pronounced the broadcast as originating at the "Annual 'Jefferson' Day Banquet".

LOCAL MONOPOLY CURBED BY NEW POLICY OF FCC

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—In a new policy designed primarily to curb monopoly in the radio industry, Chairman Frank R. McNinch of the FCC at his press conference Friday declared that the

(Continued on Page 8)

Harriet Parsons Replaces Eddie Garr in Bromo Spot

Eddie Garr, after just one broadcast, stepped out of the Bromo-Seltzer series on NBC-Blue, and Harriet Parsons in "News of Hollywood" takes over the spot Wednesday at 8:30 p.m. The short-lived Garr program, "Manhattan After Dark," succeeded Sidney Skolsky's gossip from Hollywood. Harriet Parsons is the daughter of Louella.

WTMV Adds Space

East St. Louis, Ill.—Due to need for more facilities, WTMV has taken over two more rooms in Hotel Broadview, giving station the entire segregated portion of mezzanine floor.

Majority of 273 Independent Network Stations Have Accepted Musicians' Plan Which Goes in Effect Today

D. E. KENDRICK MANAGING WEST VIRGINIA NETWORK

Charleston, W. Va.—Appointment of D. E. "Plug" Kendrick to the newly created post of managing director of WCHS, local CBS affiliate, and also as managing director of the West Virginia Network, is announced by John A. Kennedy, president and general manager. Other stations in the network are WPAR, CBS outlet in Parkersburg, and WBLK, Clarksburg.

Present WCHS executives continue in their respective offices. They include E. B. Ferguson, local commercial manager; Nicholas Pagliara, program director, and Odes E. Robinson, technical director and chief engineer.

Puritan Beans Starts New England Campaign

The Puritan Baked Beans Co., of Portland, Me., has inaugurated a series over six New England stations: WSPR, Springfield; WTAG, Worcester; WTIC, Hartford; WHDA and WCOP, Boston, and WJAR, Providence. Louis R. Korn of Portland is the agency in charge.

WHK Granted Facsimile

Cleveland—FCC has granted WHK special experimental authorization to operate regular transmitter for facsimile between hours of 1 and 6 a.m., using 1 kw.

Formal notice of the IRNA Plan of Settlement becoming effective today (as printed in last Tuesday's RADIO DAILY) was released Saturday in a statement by Joseph N. Weber, president of the AFM; Samuel R. Rosenbaum, chairman, and Emile J. Gough, secretary of the IRNA negotiating committee. Statement said that 90 per cent of the 273 affiliates had signed up. Contracts received later will be retroactive to today.

Key stations of the three major networks have turned in their contracts and a further statement signed by Rosenbaum and Gough, urged that unsigned stations hasten to fulfill their obligations in order to mini-

(Continued on Page 3)

REVISED NAB PROPOSALS SUBMITTED TO MEMBERS

Washington — James W. Baldwin, managing director of the NAB, has sent notice to all members regarding the reorganization plans to be submitted to the membership for approval or rejection at the convention here opening Feb. 14, the proposals as listed in the NAB Reports dwelling on the changes made since the proposals were considered by the committee on Jan. 5.

Important changes include: provision for 17 district directors instead of 15; dues have been rewritten and classes A to O provide for monthly membership fees based on a minimum of $15,000 range of income to over $2,000,000, the former to pay $5 monthly and the latter $500; time and place of annual meeting may be

(Continued on Page 3)

New WHB Aviation Show Put Over in Big Style

Kansas City—With an exploitation campaign in behalf of Bill Moore's newest aviation show, "Angels In Blue," WHB's Don Davis proved again this month his penchant for publicity, and set the town a-gog for a "world premiere" broadcast yesterday over WHB. Campaign got under way Dec. 27 with small teaser ads in the Journal-Post querying: "Is it candy, a movie, a radio program, a stage play, a novel? Watch, wait, listen, for Angels In Blue!" A contest with $100 in cash prizes for listeners was the bait.

Simultaneously, WHB went on the air with mysterious teaser announcements and airplane sound effects. The romantic adventure of an airliner

(Continued on Page 8)

K. C. Television

Kansas City—Midland Television Inc. is now making two television broadcasts daily for demonstration and experiment. Using concentric cables, the pictures are transmitted from one floor to another, where they are picked up on a 90-line screen. A 441-line screen is now under construction. J. R. Duncan is chief engineer.

☆ THE WEEK IN RADIO ☆

. . . IRNA Plan Is Operative

By M. H. SHAPIRO

BEGINNING today, the IRNA Plan of Settlement is in effect as per AFM decision after conferences with Emile J. Gough and Samuel R. Rosenbaum, representing the IRNA Special Advisory Committee. Over 200 stations have signed contracts, with 78 still in process of negotiation early last week . . . Committee for the affiliates will disband shortly and it is expected that those not yet in the fold will obtain additional time . . . as the committee stated, however, it is not known what procedure the AFM will take toward the unsigned affiliates not represented in current negotiations . . . The AFM Executive Board begins a one-week meet today in Miami to discuss, among other things, unfinished radio business phases. . . .

CBS formed an adult education board to furnish guidance for a series of educational programs in evening hours definitely reserved for the pur-

(Continued on Page 6)

Vassar on WGNY

Newburgh, N. Y.—On invitation of Peter Goelet, owner of WGNY, radio became an extra curricular activity at Vassar College last week. Studio facilities have been set up at the college in Poughkeepsie and two programs will be aired weekly over WGNY, including music, drama, talks, forums, etc. Faculty will cooperate with students in planning broadcasts.

RADIO DAILY

Vol. 3, No. 11 Mon., Jan. 17, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Saturday, Jan. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	148¾	147⅜	148¾	+ 1¼
CBS A	22¼	21¾	22¼	+ ⅝
Crosley Radio	10¼	10¼	10¼	+ ¾
Gen. Electric	45¼	44¼	44½	+ ¼
RCA Common	7¼	7	7¼	+ ⅛
RCA First Pfd.	52	50⅞	50⅞	— ⅝
Stewart Warner	11¼	11¼	11¼	+ ¼
Westinghouse	109⅞	106½	109¼	+ 2½
Zenith Radio	17⅛	16¾	16¾	+ ½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¼	16¼	16¼	+ ⅛
Nat. Union Radio	⅞	⅞	⅞	.....

Atlas Increases Series

Atlas Radio Corp. has added to its 1938 production. The comedy show, "Bits of Life," has been increased from 26 to 52 episodes. This program of dramatized short stories features Barbara Luddy, leading lady of "First Nighter," and Martha Wentworth, NBC actress.

WLS Biz Running Ahead

Chicago—Business at WLS not only is ahead of 1937 for the current month, but indications are that February and March also will top the same months last year, according to William R. Cline, sales manager.

New WBNX-ARTA Contract

American Radio Telegraphists Ass'n has signed a new agreement with WBNX, effective Feb. 1. New deal calls for increased wages, closed shop, longer vacation periods and time and a half for overtime.

WOKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

Results Win Radio Convert

Utica, N. Y.—Maher Brothers Clothiers tested WIBX and radio last Christmas, and sales jumped so far above estimates that a strict 63-year-old press-advertising policy stayed broken. January promotion, exclusively radio, cleared remnants with convincing speed, and last week the account adopted the microphone method by signing a long term contract.

Mason Taylor writes the show.

CBS H'wood Cornerstone Is Being Laid Tomorrow

West Coast Bureau, RADIO DAILY

Los Angeles — Cornerstone - laying ceremonies at the new $2,000,000 CBS Hollywood home will take place tomorrow, with Donald W. Thornburgh, v.p. in charge of coast operations, officially setting the stone in place. The event will be broadcast via KNX at 12:15-12:45 p.m. More than 30 dignitaries of state, city, press and industry will participate. Gary Breckner has been selected to emcee, while Lud Gluskin, CBS musical director here, will handle the musical end, and George McCall will do some commentating.

Organist Joins Mertens-Price

West Coast Bureau, RADIO DAILY

Los Angeles — Madame Carolle Paralta, for the past three years organist in the ballroom at the Waldorf-Astoria in New York, and previously organist in Balaban & Katz theaters in Chicago, has joined the "Home Folks" production unit at Mertens & Price Inc. in support of Wade Lane, who, incidentally, has just completed a 16-page gift volume of original verse and prose in his homey vein, which will be distributed by sponsors of his 15-minute transcribed program of dialog and song in the U. S., Canada and Australia.

Radio Aids Paralysis Drive

Under chairmanship of O. H. Caldwell, publisher of Radio Today, the radio industry is being organized to raise funds for the National Foundation for Infantile Paralysis.

Jan. 17th to 23rd is
KGLO WEEK
in celebration of
FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company.

KGLO, Mason City, Ia.
CBS OUTLET

Mort Lewis Gives Up Pick and Pat Scripting

Mort Lewis, who has written the Pick and Pat scripts for 91 consecutive weeks, has severed his connection with the program due to pressure of theatrical work. He is at present rewriting a Broadway musical show in collaboration with Tom McKnight.

COMING and GOING

E. K. COHAN, head of CBS in England, sailed Saturday aboard the Ile de France for Europe.

FRANCIS SALABERT, French music publisher, and his wife, sailed for Europe Saturday.

COMMANDER E. F. McDONALD JR., president of Zenith Radio Corp., left Chicago for New York on Friday and will return in a week to wind up affairs before going on a cruise to South America.

EDWIN K. COHAN, CBS director of engineering, and HARADEN PRATT, vice-president and chief engineer of Mackay Radio, sailed Saturday on the Ile de France enroute to the International Radio conference at Cairo.

ROY C. WITMER, in charge of NBC sales, arrived in Hollywood on Friday for conferences with Don E. Gilman, vice-president, and Sydney Dixon, head of coast sales. Trio will visit San Francisco following huddles there.

HENNY YOUNGMAN and his family leave for Hollywood tomorrow for an engagement there.

THE 83rd BLOW!



SEE PAGE TWO TOMORROW—

"It's the 101st blow that tells . . . ."

NBC IS SPANKED BY FCC FOR MAE WEST BROADCAST

(*Continued from Page* 1)

ment." The care with which the public has a right to expect, and which is, we understand, the practice, in the writing and editing of the manuscripts and in the rehearsing of such features would seem to exclude the elements of accident and surprise.

The admittedly objectionable character of these features is, in our opinion, attributable to the lack of a proper conception of the high standards required for a broadcast program intended for reception in the homes, schools, automobiles, religious, social and economic institutions, as well as clubs, hotels, trains and other places, reaching in the aggregate a much larger number of people daily than any other means of communication and carrying its message to men women and children of all ages. A clear recognition of the social, civic and moral responsibility for the effect upon listeners of all classes and ages requires such a high standard for programs as would insure against features that are suggestive, vulgar, immoral or of such other character as may be offensive to the great mass of right-thinking, clean minded American citizens.

While the right to reap a reward or profit in the proper use of the license granted by the Government is clearly recognized, this right and all other considerations are entirely subordinate to the interest of the listening public; and, if the present system of licensing private agencies to broadcast is to ultimately win the favor and approval of the American public, this favor will be won chiefly through the excellence of the programs broadcast and their freedom from commercialization at the expense of propriety and quality.

In our present system and the statute under which the FCC functions, the Commission has no power of censorship but this power and responsibility rests squarely and unavoidably upon the licensee. The right to continue operation under a license can be justified only so long as public convenience and necessity are served through programs broadcast to the listeners. Licenses are granted without any compensation by the licensee to the Government and solely for the purpose of serving the public interest and, hence, the broadcaster must accept, along with the privilege granted, a definite inescapable and high public trust in the use of the facilities licensed.

It is believed that a true conception of this public trust would lift the general standards of the programs to a higher level and would condemn as unworthy not only the features herein specifically referred to but other material which has been broadcast.

The Commission notes that, while the features above referred to were originated by your company, these features were broadcast over 59 stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and he must and will be held to account regardless of the origin of the program. All who are interested should, therefore, take notice that trespasses against the public interest will be charged against every station engaging in such trespass.

In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the Commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

NEW PROGRAMS—IDEAS

WLBC News Show

Muncie News Agnecy is sponsoring this one to push sales of Sunday New York Mirror and News, via WLBC, Muncie, Indiana. Title is "Questions That Should Be Answered," and spots Henry Marks as commentator with Al Lee announcing. Script is by Ottis Roush, production manager, and is reported to be drawing well in weekly quarter-hour spot.

WQXR Film Finding Service

A free film-finding service for radio listeners has been inaugurated by Sidney Kaufman on his program, "Cinema Comment," over WQXR on Mondays at 9:45 p.m. By arrangement with film booking offices, Kaufman is able to advise applicants the next time any requested film is booked for exhibition at New York theaters. Responses indicate the service has been badly needed.

Revised NAB Proposals Submitted to Members

(*Continued from Page* 1)

determined by either the membership or board of directors; Article VII has had extensive revision and pertains to the board of directors which is to be increased from the originally proposed 21 to 23, section 2 now stating that directors at large shall be chosen as two from large stations, two from medium stations and two from small stations; (it also makes mandatory representation on the board of every type station); 17 sub-organizations are to be set up with each district electing a director in advance of any NAB annual meeting. Change here reads "elect" instead of "nominate"; Article IX has been changed to provide machinery for district associations to tie into the national body.

Reorganization committee, comprised of Edward A. Allen, Edwin W. Craig, E. B. Craney, Walter J. Damm, John Shepard 3rd, Mark Ethridge and Philip G. Loucks urges every member to attend the annual meeting in February, also that it believes the new setup will become so valuable to its members that every station will be proud of the membership and consider it an honor.

Ted Church Joins Collins

Theodore Church has resigned from the NBC press department to become assistant to Ted Collins, Kate Smith's personal representative. Church was at one time with WJSV, Washington, later resigning to join the Republican National Radio Committee in 1936. He takes over the new post today.

Cantor Nursing Throat

West Coast Bureau, RADIO DAILY

Los Angeles — Eddie Cantor, who had to do his broadcast last Wednesday with a nurse at his side, was still nursing a bad throat infection Saturday. He spent the week in the hospital.

WOR Recording Rate Card

WOR has issued a new rate card for its recording and transcription service, including studio recording, off-the-air, off-the-line and portable recordings. Complete costs are listed as well as spot announcement recording data. Partial list of WOR service users are given, numbering 20 leading advertising agencies.

90 Minutes of Swing Is Broadcast by WDNC

Durham, N. C.—Not satisfied with the full hour of swing obtained over CBS from Hollywood on Saturday night, WDNC here added another 30 minutes of the same music presented on the stage of the Armory in the first locally produced swing session. The entire 90 minutes of swing was heard in the Armory and aired over WDNC.

Paul Whiteman headlined the coast show. For the local half-hour, Program Director Lee Vickers of WDNC had a lineup of talent including Mildred Goodrich, pianist, and her 14-year-old protegee, Elaine Jones; Bob Van Camp, swing organist; Jack Payton, vibraphone artist, with his swing quartet, and Frankie Gerard's orchestra.

90% OF AFFILIATES SIGN AGREEMENT ON MUSICIANS

(*Continued from Page* 1)

mize any measures that the AFM may decide to take. Committee will hold itself available for another two or three weeks, but must disband after that since it is desirous of attending the NAB meet in Washington next month and wants everything out of the way by then. Committee also thanked the affiliates for their cooperation and the "splendid and unselfish manner" in which the networks helped in the unprecedented emergency. As per original plan, the affiliates will add $1,500,000 to their musician payrolls and the networks around $600,000 annually. Weber believes well over 1,000 musicians will be added.

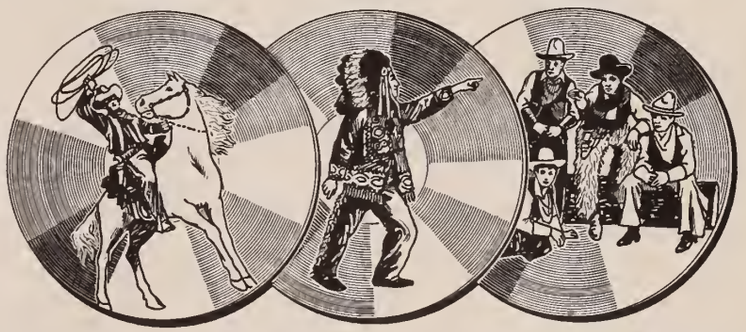
KHJ Live Television

West Coast Bureau, RADIO DAILY

Los Angeles—KHJ of the Don Lee network is preparing to start live talent television broadcasts in about 60 days.

Issues Broadcasting Atlas

Walter P. Burns & Associates have prepared a new Radio Broadcasting Atlas showing primary area coverage of stations by wattage groups, also a special table of broadcasting station ranges. Maps were made up from material supplied by the broadcasters. One chart also shows radio homes per square mile.



Radio's Greatest Audience Builder

"THE LONE RANGER"

TRANSCRIPTIONS READY

FOR CONTRACTS TO STATIONS AND SPONSORS

FEBRUARY FIFTEENTH

3 HALF HOURS WEEKLY

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

☆ F. C. C. ACTIVITIES ☆

APPLICATIONS GRANTED

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WSYB, Rutland, Vt. CP to move transmitter locally and increase hours of operation to unlimited.

WHK, Cleveland. CP to operate experimental facsimile station from 1-6 a.m. 1 K.W.

APPLICATION DENIED

WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

SET FOR HEARING

KFQB, Anchorage, Alaska. Auth. to transfer control of corp. to E. E. McDonald. 780 kc., 250 watts, limited.

Orrin A. Henzel, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Peter J. Caldarone, Providence. CP for new station. 1270 kc., 250 watts, daytime.

Jonas Weiland, Goldsboro, N. C. CP for new station. 1500 kc., 100 watts, daytime.

APPLICATIONS RECEIVED

WRBL, Columbus, Ga. Authority to transfer control of corp. to J. W. Woodruff, Jr. 500 shares common stock.

Cascade Broadcasting Co., Inc., Everett, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

KDB, Santa Barbara, Cal. Invol. transfer of control of corp. from Don Lee to Thomas S. Lee, R. D. Merrill, Beatrice Norton, 1000 shares common stock.

EXAMINER'S RECOMMENDATIONS

WSAY, Rochester, N. Y. CP to increase power and hours of operation to 100 watts, 250 watts LS. unlimited. 1210 kc., be granted.

WAAB, Boston. Mod. of license to increase power to 1 KW., be granted. 1410 kc., unlimited.

KGAR, Tucson, Ariz. CP to change frequency and increase power to 1340 kc., 250 watts, be denied.

AGENCIES

MARSCHALK & PRATT INC., New York, has been elected to membership in the American Association of Advertising Agencies.

GERALD PAGE-WOOD, for the past year v.p. in the Chicago offices of Campbell-Ewald Co., has resigned.

N. W. AYER & SON of Canada will handle the advertising account of Province of Quebec Tourist Bureau.

Gerald Lyons on CBS Staff

Gerald Lyons, recently connected with Edwin C. Hill as news editor, has joined the staff of the CBS publicity department. Among his assignments will be Major Bowes "Amateur Hour". Lyons was formerly with the Albany Evening News, the Wilkes-Barre Record, and the Worcester Evening Post, in editorial capacities.

Arthur Hayes a Father Again

Arthur Hayes, WABC sales manager, is the father of a boy born Friday at Port Chester. Mrs. Hayes is the former Florence Gruber, an ex-Campbell Ewald Co., Detroit, employee. Newcomer, named Joseph, is his second child.

LISTEN TO
DORIS RHODES
7:15 P. M. WABC-CBS Network Mondays
MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER

Week ending Jan. 14th.

● ● ● **Saturday....While in Lakewood, N. J., we encounter Lanny Grey of NBC's Lucille and Lanny. A game of billiards with Jonie Taps who beats us and then is beaten by CBS' Herb Rosenthal. Zeke Manners plays ping-pong with Doris Rhodes and wins—but not only does Doris take us over, but we succeed in breaking three "Harry Richman balls"....Phone rings with a concise report of Judy Starr's birthday party at the Tavern which brings Dorsey, Duchin, Bill Corum, J. C. Flippen, a crowd from the Shuberts—and oh so many music people.**

● ● ● *Sunday....While driving thru the pines and inhaling the fresh air we listen to WSM, Nashville, which comes over as clear as WLW, Cincy, does....Hear that "Abraham Cohen" is the name of the Negro preacher heard via WKAT, Miami....Another call reports that Bobby Feldman's testimonial dinner at the Astor is a huge success—and Hy Gardner's special edition of "Life—and loves of Bobby Feldman" is creating plenty of laughs....Another call tells us that Leon & Eddie's party for Freddie Martin is running full blast.*

● ● ● **Monday....Martin Starr is appointed ass't dramatic critic to Harry Hershfield at WMCA by Donald Flamm....A flash comes through that Herbert R. Ebenstein, president of Atlas Radio Distributing Corp., flew 8,000 miles last week, covering branch offices of his company—and is listening to airplane salesman to purchase a private airship.**

● ● ● *Tuesday....Dinner at the Tavern with Teddy Powell, Jack Robbins and Mitchell Parish and a decision to view the Benny Goodman broadcast meets with the approval of the group. At the playhouse the page boys reflect the personality of CBS prexy Bill Paley with their willingness to oblige....Later to Toby Wing's opening at the Paradise where she entertains Milton Berle and his girl, Judy Malcom, Mitzi Green, Abe Lastvogel, Frances Arms, Abe Lyman, Louis Sobol, Jack Bregman, etc.....Following this to the Famous Door for Louis Prima's "Where Have We Met Before?".*

● ● ● **Wednesday....We take the tux out of the mothballs and erase the dirt from the shirtfront to visit the Rainbow Room, where Ruby Newman was to open—but didn't because he's ill....Teddy Powell and Judy Starr joins us in admiring the swinging and swaying of the rhumba as execu'ed by Columnist Dan Walker with Irene Delroy....Not wanting to waste the clean shirt we go to Reubens for a snack and there find Lawrence Tibbett nibbling a sandwich with his frau—and his shirt's much cleaner than ours.**

● ● ● *Thursday....Learn that a saddle ordered by Paul Whiteman when he played in Texas is now ready for delivery—wherever he wants it sent. It costs over $2,000....For an actual view of "Right This Way" and see Rudy Vallee's "April" in action—we discover, on the aisle, Patricia Norman and her constant escort, Milt Weiss of Metro's publicity staff....To Una Wyte's debut at Leon & Eddie's after seeing Monie Hellinger and Sid Peirmont argue with Toots Shor.*

● ● ● **Friday....Arise too late to attend Louis Sobol's luncheon (wonder how he got up in time?) but learn it's a hit....Hear that Al Meltzer has left Geo. Lottman—as have a few others from that office.**

TOTAL EXPENSE: Forty-five cents for broken ping-pong balls!

AUDITOR'S REMARKS: Request denied. So you're already breaking your New Year resolution and trying to cheat me!

NEW BUSINESS
Signed by Stations

WICC, Bridgeport: Larus Bros. (Edgeworth tobacco), "Alias Jimmy Valentine."

KPO, San Francisco: Remington Rand Co., through Franklin-Bruch Ad. Corp.; Albers Bros. Milling Co., through Erwin Wasey Co.

KGO, San Francisco: E. Fougera & Co., through Small & Sieffer; Chicago Engineering Works, through James R. Burke & Associates; Quaker Oats Co., through Fletcher & Ellis, Inc.; Union Pacific R.R., through The Caples Co.; Milton Bradley Co., through the J. D. Bates Co., Crystalac Labs & Mfg. Co., through Howard E. Williams.

KNX, Los Angeles: Loxol Shampoo, Fray and Bragiotti, ETs (also on KSFO), through Milton Weinberg.

WISN, Milwaukee: Holland Furnace Co., spots.

WOR, New York: Oxo, Limited (Oxo Beef Cubes), Martha Deane, through Platt-Forbes Inc.; National Livestock and Meat Board, Martha Deane, through Campbell-Ewald.

Mennen Show May Extend

Mennen Co., through H. M. Kiesewetter, starting a variety program on five NBC-Red network stations on Wednesday at 7:45-8 p.m., may extend to the west coast later.

Show is titled "Cheer Up America," with production details arranged by Adam J. Yung, head of Kiesewetter radio department, and talent submitted by Ben Rocke.

Talent includes Henry Burbig, Ray Murray, Funnyboners trio and Frank Novak's orchestra. Murray and Burbig will do comic dramatizations. First one will be "Grand Street Hotel", then "A Fairy Tale in Swing" and third show will have "Goldilocks."

Stations are WEAF, KYW, WTAM, and WENR-WLS, with broadcast set for Jan. 20 at same hour over WLW.

Show for Warm Springs Fund

A 45-minute program studded with stars was aired over NBC-Red on Saturday night from Hollywood as a promotion for the Warm Springs Foundation Fund and the President's Birthday Ball to be held Jan. 29. Among stars who volunteered their services were Rudy Vallee, Edgar Bergen, Harry Einstein (Parkyakarkus), Joe Penner, Al Jolson, Walter O'Keefe, Lanny Ross, Nelson Eddy, Jeanette MacDonald, Tony Martin, Alice Faye, Phil Baker, Kenny Baker and others.

New Writers for Oakie

West Coast Bureau, RADIO DAILY

Los Angeles—Ira Ashley and Irving Murray are here from New York to work on the Oakie-Camel program by Savington Crampton, producer of the show for William Esty. Ashley will function as continuity editor, and Murray will work on script.

TRY RADIADS
THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE
WRITE FOR SAMPLE
RADIAD SERVICE
6149 KENWOOD AVE. CHICAGO, ILL.

PROGRAM REVIEWS

Benay Venuta Revue

New morning musical variety program headed by Benay Venuta, on WOR - Mutual at 10:45-11:15 a.m. Fridays, got off to a fast start. For a before-lunch show, it was an unusually slick and lively affair, strong on diversified tunefulness and snappily routined.

Besides Miss Venuta, who emceed and contributed a good deal in the vocal line, the program had Paul Roberts, a baritone of ample ability; Pauline Alpert, who can certainly make the ivories fly, and the Leo Freudberg orchestra, which likewise was wide-awake. Show compared favorably with many evening features of the same type.

Blue Barron Orchestra

Heard from the Green Room of the Hotel Edison over NBC-Red network, the Blue Barron Orchestra provides a very neat little show. When caught, last Friday at 6:45-7 p.m., the routine included a nice assortment of new and old numbers, with just the right amount of vocalizing and even a bit of whistling, while talk was kept down to a minimum. It made a very pleasing dinner-time program.

Barron has a style of his own in the interpretation of music, and it's very likeable, either for dancing or for just listening. He also broadcasts Wednesdays at same time, Saturday midnight at 12:30-1 and on NBC-Blue Sunday at 11:05-11:30 p.m.

"Hammerstein Music Hall"

Anybody who isn't sick of hearing "Bei Mir Bis Du Schoen" would have liked the way Alan Roberts sang it on "Hammerstein Music Hall" over CBS last Friday night. Roberts puts nice feeling into his vocal efforts, giving rounded fullness to the melodic content of a number instead of mutilating it with unintended trimmings. Also on the bill were a couple of other star vocalists, Sylvia Froos and Tex Fletcher, and the Hammerstein regulars.

Molly Picon

Sponsored by Maxwell House Coffee, this weekly variety show is designed for Jewish-English audiences. Initialer Friday at 7:30-8 p.m. was somewhat incoherent and jerky. There was too much work for Molly Picon, who essayed almost everything from star role to commercials. She revealed a pleasant radio voice, a fine flair for comedy song-bits, anecdotes which were not too effective, and a breathless diving on and off the airwaves which doubtless was chargeable to the scripting. Supporting cast from the Second Avenue Theater was helpful, and high spot was musical direction. For the most part, show is done in English, and general audience might find it appealing when the wrinkles are straightened. Introduction was a honey, though not too original, following the "Town Hall" tradition.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

ORCHESTRAS - MUSIC

BLUE BARRON'S music is clicking at Hotel Edison in New York, where he'll remain in the Green Room until April with NBC wires.

Charles Costello and ork, with the three Le Brun Sisters, have been placed by CRA at the Commodore Club, Detroit, with an NBC wire.

Bob Crosby tonight follows Benny Goodman into the Hotel Pennsylvania, New York, airing over CBS.

Eddy Duchin leaves the Plaza on Jan. 20, with Pancho replacing.

Russ Lyons, former Cleveland and Detroit ork leader, has been added to CRA's New York sales staff, it is announced by Stanford Zucker, g.m.

Rudolph Friml Jr. takes Richard Himber's MBS spot at Essex House this week.

George Ande's Orchestra set for six weeks at the Country Club, Oklahoma City, then back to the Oklahoma Club. Both programs aired over WKY. Now making dates for road tour.

Lee Grant and his orchestra, currently featured on WMCA's "Grandstand and Bandstand" commercial, will make a short for Paramount Pictures based on Grant's musical novelty, "Nursery Rhyme Jam".

"Spud" Murphy, well known swing arranger, makes his debut as a baton wielder conducting his newly organized orchestra over KEHE.

More Sports Activities Being Added by WHBQ

Memphis—WHBQ is expanding further in its extensive sports activities by adding two new broadcasts. In addition to a heavy football season, out-of-town games of the Memphis Baseball Club, and weekly wrestling bouts, WHBQ has started a weekly bowling series, to continue through the City tournaments held in March, also a weekly series of handball bouts featuring Sam Atcheson, 1937 National YMCA handball champ, and 1936 National AAU champ.

Latter series will include twice daily handball broadcasts during the National AAU handball tournament to be held in Memphis in March or April. Bob Alburty will man the mike on these occasions. All WHBQ sports broadcasts are sponsored by Coca Cola Bottling Co., who also present Singin' Sam five times weekly over same station.

5,000 Write El Paso

El Paso—The El Paso Chamber of Commerce has received more than 5,000 letters in response to a broadcast of the New Year's Day Sun Carnival Parade, originated by KTSM here for WLS, Chicago, and KMBC, Kansas City. The hour-and-a-half parade, "A Pageant of the World", was described by a KTSM staff announcer, and photographs of some of the 65 floats were offered to those who would write the Chamber of Commerce.

Father Coughlin Adds WHBI

WHBI, Newark, has been added to the Father Coughlin network. J. J. Devine set the deal for the station.

More Educational Series For Los Angeles Stations

West Coast Bureau, RADIO DAILY

Los Angeles—Educational programs seem to be the order of the day, with prominent educators being given free rein on KFI-KECA by General Manager Harrison Holliway, and the Los Angeles schools readying programs to begin a series on KNX on Jan. 20 to run through until the end of the school year on June 23, with a 15-minute period turned over to educators each Thursday at 2:30-2:45 p.m., and the total school population tuned in on the 400 receiving sets already installed in local schools.

Lawrence on "Dr. Christian"

West Coast Bureau, RADIO DAILY

Los Angeles—Bill Lawrence, CBS announcer-producer, takes over production reins on the Jean Hersholt "Dr. Christian" show for the McCann-Erickson agency, with Dorothy Barstow returning East for other production assignments for the agency. Lawrence continues his various CBS chores, which include production of "People's Choice" and "Your Witness."

Nancy Turner's Scoop

Baltimore—Nancy Turner, WFBR's director of Women's Programs, scored a beat last week by interviewing United Airline's Helen Stanbury, the only woman executive in aviation. Miss Stanbury motored to Baltimore and WFBR after a White House luncheon engagement with Mrs. Franklin D. Roosevelt.

Form New Radio Firm

Oklahoma City—Alma M. Shaw, Etta Howland and John Woodworth have organized Radio Productions, Inc., and will announce plans shortly.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

GUEST-ING

GLADYS SWARTHOUT, on Elza Schallert program, Jan. 27 (NBC-Blue, 11:15 p.m.).

FRIEDRICH SCHORR, on Philadelphia Orchestra program, Jan. 24 (NBC-Blue, 9 p.m.).

FREDERICK LEWIS ALLEN, author, on "Book-of-the-Month Club Concert", tomorrow (WQXR, 10 p.m.).

EDWARD ARNOLD and BOB HOPE, on "Your Hollywood Parade," Jan. 19 (NBC-Red, 10 p.m.).

JAMES MELTON, on "Songshop," Jan. 21 (CBS, 10 p.m.).

FRANCIS LEDERER and MARGARET BOURKE-WHITE, on Kate Smith Hour, Jan. 20 (CBS, 8 p.m.).

CLIFFORD ODETS, Jan. 18 (WOR-Mutual, 6:45 p.m.).

BERT KALMAR and HARRY RUBY, on "30 Minutes in Hollywood," Jan. 23 (WOR-Mutual, 6:30 p.m.).

W. C. Wester in Sales Post

Green Bay—W. C. Wester, for the past two years connected with WHBY Inc. and for the past six months director of radio sales for WTAQ and WHBY, owned and operated by WHBY Inc., has been appointed to the sales department of the new Wisconsin Radio Network. Sales offices will be maintained in the Bellin Building here for the present.

Stockholders' Meet on Air

Cincinnati—Federal Land Bank of Louisville bought time on WCKY last week in order to bring to Land Bank stockholders, meeting at various points in Ohio, Kentucky, Indiana and Tennessee, an address by Myron G. Grigg, vice-president and treasurer of the bank.



A NEW RADIO SERIES STARRING MOVIE STUNT MEN
A striking new radio thriller, dramatizing experiences of Hollywood stunt men. This copyrighted transcription show is ideal for once-a-week major broadcast. 26 quarter-hour episodes available at a cost local advertiser can afford. Write now for details.
RADIO PROGRAMS DIVISION
Walter Biddick Co.
1151 S. Broadway, Los Angeles



JOE PENNER took a bow Sunday when he was officially notified that he was the winner in the "Annual Child Preference Survey" of the Boys' Athletic League in New York.

Mary Lou Cook, formerly featured vocalist with Larry Kent's orchestra, has been signed as a staff artist at KNX-CBS, and will be spotted in a network sustainer shortly.

Lou Bring and his orchestra will be on the CBS program celebrating the 35th anniversary of the famous old Hollywood Hotel tonight.

Frederick C. Dahlquist, president of American Radio Features, is in the Santa Monica Hospital for an appendix removal, while Lucille D. Ross, secretary of the concern, is at the Cedars of Lebanon for a nasal operation.

CBS will remote Phil Harris from the Palomar every night from 15 to 45 minutes.

Sumner Prindle, young American pianist of note, inaugurates a Sunday concert series on KHJ-Don Lee on Jan. 16 at 2-2:15 p.m.

Irving Fogel, head of Irving Fogel Radio Productions, is in Cedars of Lebanon for an operation.

"Traffic Mixups of the Mix Family" is the title of a new dramatic program on KEHE, Friday nights at 8:15, sponsored by the Traffic Bureau of the Police Department. Station also has "Hollywood Tattle Tale," conducted by Bob Garrett, bowing in on the same night at 9:45.

Beryl Carew, 14-year-old soprano from Vancouver, B. C., has been signed to appear on NBC's "Signal Carnival" for a minimum of 39 weeks and bows on the program Jan. 23.

R. A. Calhoun has been appointed sales manager for R. U. McIntosh & Associates, transcription producers, and Cecil Davis is now Chicago representative.

Bill Kelso, aggressive KMTR special events reporter, grabbed the first interview with Elsie Berdan, nurse on the tragic cruise of the yacht Aaeje.

Red Nichols, Ann Douglas, Cappy Barra's Harmonica Band, and Olsen and Johnson will guest for George Jay this week on KFWB's "Hollywood Matinee" at 3 p.m. Last week Jay interviewed Connie Boswell, Betty Grable and Phil Harris.

KFAB-KFOR Hire 8 Men

Lincoln—Local studios of KFAB and KFOR have hired eight musicians with leader under new AFM agreement.

Entertain News Folk

Buddy Clark, Lew Lehr and Pickens Sisters entertained at a party given by MacFadden Publications on Friday night at Hotel Woodstock to the distributors of Interborough News Co.

☆ THE WEEK IN RADIO ☆

. . . IRNA Plan Is Operative

(Continued from Page 1)

pose . . . International Radio Sales, the new Hearst Radio subsidiary, will represent WLS and KOY as the first of a new list of stations to be represented as per new policy . . . Changes in staff of N. W. Ayer & Son reveal expansion plans as to radio activity both in New York and Phila. . . .

Radio accounts placed abroad by American advertisers showed an increase in 1937 of 225 per cent over that of 1936 . . . commitments already in for 1938 expected to increase this year's business over 1937 by at least 100 per cent . . . A. E. Joscelyn assumed the post of Eastern sales manager for Radio Sales, CBS subsidiary, succeeding Arthur Hayes, who is to devote full time to local biz on WABC . . . Lucky Strike started a fourth network show, this one on the NBC-Red, Monday nights . . . WBRE joins NBC-Red and Blue Jan. 30 . . . WRVA was recommended by FCC examiners for clear channel and 50,000 watts . . . WWL, CBS affiliate, which will go to 50,000 watts around July 1, will up the rates 37 per cent...

ANA annual meeting will be held Sept. 28-Oct. 1 at Hot Springs, Va... FCC called a press conference for Jan. 27 for the purpose of informal discussion of rules and regulations pertaining 30,000 kcs. recently allocated to mobile press units . . . Crowell Publishing Co., after taking a smack at radio, starts a test campaign today for one of its publications . . . another of its mags has been on the air for some time . . . Ruthrauff & Ryan Chicago office set a new record for its Feb. billings... after having billed a record-breaking Jan. . . .

Chicago again has trouble with its remote band situation due to the new service charge required by outlets for airing the sustainers from night spots et al . . . MPPA will distribute a new high in fees collected for transcription and other small rights for the current month . . . Six stations linked in new Alabama regional . . . while four more outlets joined the Wisconsin net. . . .

AFRA held more conferences this past week with major network committees and ad agencies . . . the actors' union laying its cards on the table... AGRAP committee vote favored a CIO affiliation, but the matter will be left to a membership vote . . . First annual radio poll by RADIO DAILY revealed the favorite programs and personalities of leading radio editors throughout the country. . . .

Await Football Action By Big Six Conference

Oklahoma City—It has been learned here that action on broadcasting of football games from the University of Oklahoma will be postponed until a meeting of the Big Six Conference can be held as the Conference has decided to supervise granting of broadcasting privileges and set up regulations under which games will be aired. Conference includes U. of Oklahoma, Missouri, Nebraska, Kansas State, Iowa State, and Kansas.

Give Young Composer Chance

Bangor, Me.—A local 10-year-old composer, Evarts T. Leighton, begins a musical career Jan. 26 when his original composition is presented on the "Preacher and His Wife" program over WLBZ here and WRDO, Augusta. The song is said to show unusual promise.

Wurlitzer on WIL for 52 Weeks

St. Louis — Wurlitzer Co. signed with WIL for a Saturday morning 30-minute show for 52 weeks. Program is to be a revue featuring all outstanding Wurlitzer Studio talent. Jeff Salter will produce and emcee the show remote from Wurlitzer's downtown studios.

McCosker's Daughter Engaged

Angela France McCosker, daughter of Mr. and Mrs. Alfred J. McCosker, is engaged to Sheldon Van Dolen of South Orange. Date of wedding has not been set.

KWTO'S 1937 Revenue Increased 25 Per Cent

Springfield, Mo.—Best year in history was chalked up by KWTO in 1937, with more than 25 per cent increase in gross revenue, according to Manager Ralph D. Foster. Increase in national accounts for the 5,000 - watter was especially big, about 65 per cent.

Station also has a good start for 1938, with Oxydol, Dr. Caldwell, Smith Bros., Seven-Up, Pet Milk, Purina, Skinner Mfg., Tydol-Veedol, Household Magazine, Coca - Cola, Mantle Lamp.

Maurice Spitalny Sendoff

Pittsburgh — The two-hour broadcast staged by KDKA last Thursday night from the Stanley Theater as a sendoff to Maurice Spitalny, station's new musical director, was a big success. Among those on the program, part of which was aired over NBC-Blue network, were Maurice's two brothers, Phil Spitalny and his all-girl orchestra, appearing here, and H. Leopold Spitalny, who conducted a number from New York.

Payne's Talk in Record

Washington Bureau, RADIO DAILY

Washington—The talk of FCC Commissioner George Henry Payne at the recent educational conference in Chicago has been introduced into the Congressional Record by Congressman Robert L. Bacon of New York. Payne criticized advertising of deleterious foods and drugs and sophisticated programs.



ARAGON and Trainon ballroom orchestras—currently Dick Jurgens and Bill Carlsen—have switched from WGN, Mutual outlet, to the Ralph Atlass WIND, now that all major stations are charging $100 a week service charge from all remote dance spots.

Kay Chase, author of "Painted Dreams," flew to Miami on extended vacation which will take her also to Haiti, Panama and Mexico City. She will airmail scripts home for a month or more.

Bob Elson, WGN sportscaster, to address the Clinton, Ia. chamber of commerce on Wednesday.

Ed Smith, radio director of General Mills, Minneapolis, is spending some time here getting "Valiant Lady" serial under way.

When Roy Brower failed to show for "Aunt Jemima" broadcast the other morning, Gil Gibbons, production director, did his tenoring for him.

Carl Meyers, WGN chief engineer, back from a business trip to Washington.

Singers who have been added to the WAAF roster include Gay Matthews, balladeer; Pat Casey, Irish tenor, formerly with Freddy Martin's band; James Mitchell and Aurelia d'Este.

WJR Show from Book-Cadillac

Detroit—WJR started a new midnight show from the Casino room of the Hotel Book-Cadillac last Friday. Harry Wismer emceed the half hour program, introducing Ted Weems and Elmo Tanner, now playing at the Fox Theater, Bronko Nagurski, wrestling champion and star fullback of the Chicago Bears, and Stark Ritchie, University of Michigan halfback. Ernie Holst's music is at the Book and furnished the background. The show will continue throughout the Winter at the same hour each Friday as Wismer introduces stars of stage, screen, radio and sports.

Boice Writes on Radio

"Radio," a discussion for executives who already know the ABC's of the business, by H. K. Boice, vice-president in charge of sales for CBS, has been published in pamphlet form for trade distribution. The booklet, a reprint from "Handbook of Advertising," published by McGraw - Hill Co., discusses many aspects of radio, from size to effectiveness.

WHBQ Staff Additions

Memphis—Recent additions to the WHBQ personnel include Jack Morgan, staff pianist, and M. C. Vosse, sales staff. Morgan recently was with Henry Halstead and his orchestra during Los Angeles engagements. Vosse was with advertising sales department of Memphis Press Scimitar.



RADIO LAW

Does the law protect a title of a program?

Does the law recognize a property interest in a news broadcast or does news belong to the public?

Does the law protect the broadcasting of sports events?

Does the law protect the name and personality of the artist?

To what extent does the right of privacy protect a public figure?

To what extent does the dramatization of a news event interfere with the rights of the personalities depicted?

Can a stage name be registered in Washington?

Can the title of a program be registered in Washington?

Will the law protect an imitation of a voice or an impersonation?

Does the law protect a mere idea?

To what extent does the copyright law or patent law protect an idea?

Does the law imply a contract when an idea has been used?

How is the law of unfair competition applied to ideas which have been improperly used?

FULLY COVERED

IN

"RADIO PROGRAMS and new LEGAL CONCEPTS"

BY

LOUIS NIZER

PROMINENT MEMBER OF THE NEW YORK BAR AND AUTHORITY ON THE LAW OF STAGE, SCREEN AND RADIO

Lecturer on Motion Picture Law at New York University and Hunter College; author of book entitled NEW COURTS OF INDUSTRY; author of Analysis of Standard Exhibition Contract, of Articles on Receivership, and other legal subjects.

. . . 1,000 pages . . . Cloth Bound for permanent reference . . . Complimentary to Radio Daily subscribers . . . Ready for distribution next month . . . An annual informative and statistical guide that no executive in radio can afford to be without. . . .

IN THE COMING

RADIO ANNUAL

Local Monopoly Curbed By New Policy of FCC

(Continued from Page 1)

Commission henceforth would refuse to grant additional permits to applicants already operating a broadcasting station in the same city.

The FCC decision to adopt a new policy in regard to the granting of applications was coincident with the denial of the application of WSMB for a construction permit to operate another station in New Orleans.

"In denying this application," McNinch stated, "we are trying to encourage wholesome competition among broadcasting stations and take some steps toward preventing monopoly in the field." The announcement, he said, would not necessarily mean the revocation of licenses now held, but added that further steps toward the prevention of monopoly may be taken in the future.

Asked if this policy would apply to newspapers operating radio stations, McNinch replied he did not see how it could apply since in this instance it would be dealing with two entirely different fields of communications. In denying the WSMB application. McNinch stated that the Commission found it was not in the public interest to erect another station in that area.

McNinch also stated in essence that the new policy would have no effect upon chain broadcasting where several stations were owned and operated by one radio chain.

The new edict is expected to affect sale of WAAW, Omaha, to Central States Broadcasting Co., which is awaiting FCC approval.

Marjorie Whitney's New Venture

Chicago — Marjorie Whitney, for three years "queen" of the King's Jesters, has signed a management contract with Leo Salkin, who will book her with a new band to be known as Marjorie Whitney and the King's Lads. King's Jesters now auditioning for a new gal singer.

Dudley to Address Women

Bide Dudley, WOR-Mutual drama critic and commentator, will address the Corning, N. Y., Woman's Club tomorrow, at 3 p.m. on "The Season's New Plays".

ONE MINUTE INTERVIEW

W. B. LEWIS

"The air is pretty well filled now with commercial variety shows. To round out the entertainment Columbia offers, it is the program director's job to broadcast programs of a different type. There is some effort made by sponsors, to be sure, to induce CBS to specialize also in variety programs in order to serve as a training ground for entertainers who fit that type of show best. However, our first duty is to the audience. If listeners heard nothing but variety shows, there would soon be no variety—nor listeners."

☆ Coast-to-Coast ☆

LAWSON ZERBE, talented young dramatic star who is featured on many of the leading radio shows, is making a series of shorts for Educational Pictures based on characterizations of famous men. Zerbe also will be starred in three new Carleton Alsop radio productions which will debut shortly. The programs, written by Stouffer Stephenson and directed by James Allen, are entitled "Starved Satan Has A Guest," "We All Make Mistakes" and "Once Upon A Time," an operetta with an original score.

Wesley Wallace, program director at WPTF, Raleigh, has been fighting flu.

Art Jarrett, the Hollywood and radio singing star, is headlining the current Fanchon & Marco variety revue on the stage of the Roxy Theater. On the screen is "I Met My Love Again," with Henry Fonda and Joan Bennett.

Ida Bailey Allen, home economist, today will conduct her 300th broadcast over WHN and her 2,500th broadcast since she entered radio in 1926. Celebration will continue throughout the week.

A new series of 15 minute talks of interest to collectors of paintings, antiques, autographs and books will be heard over WQXR at 9 p.m. on Mondays. Karl Freund will conduct.

"The Voice of Experience," broadcast over WMCA Mondays through Fridays will be heard at a new time starting today, when program moves to 11:45 a.m.

The Ray Block Varieties program will be heard Thursdays instead of Wednesday afternoons hereafter. The time is the same, 3 o'clock. The first Varieties show on the new schedule marks the return of Ray Heatherton as guest star. Also heard will be Louise Raymond, popular California nightingale, who has appeared more than a half dozen times on Bing Crosby's show.

Thomas J. Donovan, administrative assistant to Grover Whalen, will speak on the World's Fair (instead of John S. Young who was originally scheduled to appear) over WHN tonight at 9. Donovan will pinch-hit for Bryce Oliver, who is vacationing.

Lesley C. Paul has been placed in charge of press relations and promotion of the Westinghouse Electric & Manufacturing Co. radio stations and will be located at Chicopee Falls, Mass. He was formerly manager of Westinghouse's press bureau in East Pittsburgh.

Connie Stevenson, former publicity director at KOL, Seattle, has moved into a similar berth at KMTR, Hollywood.

John W. Haigis, owner of the new WHAI, Greenfield, Mass., has announced the appointment of Mrs. Jean Conway as executive secretary of the soon-to-be-opened station.

"Dorothy Groom and Her Dinner Guests", a program of favorite vocal and instrumental themes from the classics, will be a weekly feature of WCKY, Cincinnati, on Mondays at 6:15 p.m. Miss Groom, a student of the Cincinnati Conservatory of Music, will each week invite a fellow student to be her guest on the program. She is a daughter of W. S. Groom, Cincinnati advertising man associated with Thompson-Koch Co., a leading agency.

"Kamp Kapers," a new type of morning broadcast, will make its debut over WINS today at 11:30 a.m. It will take the form of a variety show, with orchestra and soloists, set against the background of an adult camp. Drawing on his own experiences as social director at a number of summer camps, Billy Kern, a new radio personality, will act as emcee at the mythical "Kamp Katchakutie" where the scene of the broadcast will be laid. The script is by Ed Cleland.

David Ross has been set for five Paramount shorts by Columbia Artists.

Dan Seymour and Leith Stevens have been signed to appear on the two "Big Town" broadcasts originating from New York tomorrow and Jan. 25 over CBS at 8 p.m.

Perole Quartet on WQXR

The Perole String Quartet will be heard over WQXR on Thursday, opening its first radio series for a commercial sponsor on radio's first daily commercial program of the best in classical music sponsored by the Book-Of-The-Month Club.

Leonard Warren Wins Prize

Leonard Warren, former member of Radio City Music Hall Glee Club and now heard on WOR three times weekly, yesterday was awarded the $500 prize as the month's winner in the Sealtest "Rising Musical Stars" series on NBC-Red.

WATL, Atlanta

Station has made arrangements to broadcast weekly concerts direct from Griffith School of Music.

Ralph Carroll is now handling "The Big Brother" program, twice daily. Show receives regularly a large mail response.

A new program featuring the Adrian Rollini Quartet, has been scheduled for five periods a week.

Station is broadcasting weekly speeches by the Women's Chamber of Commerce.

Hugh Porter, tenor, has been added to the artist staff. He has his own program every morning at 10:45.

New WHB Aviation Show Put Over in Big Style

(Continued from Page 1)

hostess is the background for the story.

Teaser ads and radio announcements were stepped up in size during campaign's second week, with photos on radio pages of Captain Moore as a war-time aviator in France in 1918 and as a commercial test pilot in Kansas City in 1929. Mystery as to the "Angels" was unveiled Jan. 9, when WHB presented a half-hour "Saga of Aviation" tracing the history of American flying from the Wright Brothers to the China Clipper. At the same time, the world premiere of "Angels In Blue" was announced for 4 o'clock Jan. 16 and details of prize contest were broadcast. Listeners are to divide $100 in prizes for the 14 best letters on what they think of "Angels In Blue," and for a statement as to why they want to hear more episodes in the story.

Last week, Davis pulled out all the stops and went to town with exploitation including TWA tieup bringing pretty hostesses to the mike, and climaxing with a full page ad in Journal - Post, photogenic with a smash photo of Audrey McGrath, Chicago radio actress who is star of the show. Bill Moore's photo was also used; and a 1,000-word biography of Moore's career as a flier, radio writer and producer. Moore authored the "Air Adventures of Jimmie Allen" and produced some 700 quarter-hour episodes at World's Chicago studios. Story was later filmed by Paramount as "The Sky Parade." Recently he sold another kid aviation show to N. W. Ayer for Kellogg, to be used in Canada and in the U. S. by transcription in cities where Kellogg does not sponsor baseball. Show is tagged "Howie Wing —A Saga of Aviation" and will run four quarter hours a week, starting last of this month.

"Angels In Blue" is Moore's latest, and is soon to be offered national sponsors, for network or transcription campaigns. Two quarter-hour audition episodes, written and produced by Moore, have been recorded by World, and were used in the WHB premiere Sunday.

Listener reaction, as evoked by letter-writing contest, is expected to provide Moore with ideas for story development, sponsor angles, etc.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

January 17

Irv Brecher
Frank Foster
Jeanne Poli
Minetta Ellen
Warren Hull
Fayvelle Schulman

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 12 NEW YORK, N. Y., TUESDAY, JANUARY 18, 1938 FIVE CENTS

CIO Boycott on Carter

Looking On
....AND LISTENING IN

CENSORSHIP Now that the FCC has publicly rebuked NBC for erring with Mae West, and NBC acknowledged its slip-up, which was one of those accidents that can happen wherever the human element is involved, the case should be considered closed.

But it probably won't.

Censorship advocates already are using the incident to support their contentions that a radio censor is needed.

To this department, however, the Mae West episode is clear proof that the most effective surveillance of radio will be accomplished without official meddling.

The public's quick reaction to anything considered in bad taste is the best possible assurance that broadcasters will exercise the greatest care in radio material.

This form of self-policing, imposed by radio listeners at large, will prove far more in the public interest than political censorship in the hands of a small and arbitrary body who would only restrict effort without any guarantee against blunders.

POLL Response and results in RADIO DAILY's first nationwide poll of radio editors not only was most gratifying but indicates that this annual event will in due time assume the same authoritative position in the radio industry that FILM DAILY's "Ten Best Films" poll enjoys in the movie field.

Because of vast number of programs, constant changes, and other complicated factors, it is far more difficult to ascertain the various favorites in radio than in any other line of entertainment.

But a good start has been made, thanks to the fine co-operation of the country's radio editors and critics, and future polls promise to be of increasing interest and importance.

—D. C. G.

Close Figuring

Springfield, Vt. — A few days ago Phil Hoffman, WNBX manager, told his salesmen that arrangements had been made with a dog kennel to offer a scotty pup free over the air to the one submitting the best name for the dog. Bob Kelly sold the "name the dog" stunt to a local dairy—an hour and a half before the pup was born.

WOR WILL EXPERIMENT WITH HIGH FREQUENCY

WOR will enter the realm of ultra high frequencies next week with a new short wave transmitter operating from the 44th floor of 1450 Broadway, on the upper end of the block housing WOR offices in this city. New equipment, under the call letters of W2XJI, will transmit Mutual network and WOR programs, but due to the characteristics of ultra high frequency signals its reception will be

(Continued on Page 7)

New Upstate Network May Join Major Web

Plattsburg, N. Y.—Newly created network comprising WMFF here, WNBZ at Saranac Lake, and WDEV, Waterbury, Vt., now operating independently, is expected to affiliate with a major web in the near future, according to George F. Bissell, general

(Continued on Page 3)

Ironized Yeast Signs "Good Will Hour" Series

Ironized Yeast on Sunday takes over sponsorship of "Good Will Hour" continuing the show on the WMCA-Inter-City and Mutual networks. True Story dropped sponsorship of the series last Sunday.

Complete Inter-City network of 11

(Continued on Page 3)

WHAM Celebration

Rochester—WHAM has issued invitations to a dinner on Jan. 27 in the Sagamore Hotel marking its tenth anniversary and dedication of its new vertical radiator. Station is owned and operated by Stromberg-Carlson.

Union Issues Ban on All General Foods Products If Commentator is Sponsored by Company

Eye to Bizness

Pensacola—WCOA not only beat the fire department to the draw in airing news of a recent fire before the alarm was in, but followed up by running several spot announcements on a fire sale of shoes—and sold out the store.

Philadelphia — Industrial Union Council (CIO), at its regular meeting here, passed a resolution to boycott all General Foods products if Boake Carter, commentator, is sponsored by the firm. Carter was described as an "anti-labor reactionary commentator", who was "not renewed by Philco Radio & Television as its spokesman for the Liberty League" because of fear of a CIO boycott. Labor papers here, in New York and elsewhere carried the full list of subsidiaries and products put out by General Foods Corp.

Boake Carter is still on CBS for Philco, but has been reported as scheduled to start for General Foods on the same network Feb. 28.

HEARST EXECS TO MEET IN CHICAGO MARCH 3-5

Chicago—Elliott Roosevelt has called a meeting of Hearst station managers and International Radio Sales executives to be held here March 3-5. Plan is to coordinate sales activities, standardize methods and report on operations.

Ed Heaton is to remain under Naylor Rogers, new local manager. Homer Hogan, whom Rogers succeeded, went to New York on business yesterday.

CKLW to Open Offices In New York and Chicago

Chicago — CKLW, Detroit-Windsor, will open branch offices here and in New York about Feb. 1. George Roesler, lately with McGillvra, will be in charge of local office. He left yesterday for Detroit to confer with Frank Ryan, managing director. James Blevin replaced Roesler at McGillvra.

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

After an all-day meeting by the newly formed CBS Adult Education Board headed by Lyman Bryson yesterday, President William S. Paley of CBS announced that plans would be formulated at once to carry out the board's recommendations and that

(Continued on Page 3)

William Roux Appointed Hearst Promotion Head

William Roux has been appointed promotion manager of Hearst Radio Inc. Roux was formerly with the NBC sales promotion division in charge of publication advertising. He was with the web for five years.

NBC New Orleans Stations Face Strike of Musicians

New Orleans — Coincidental with the IRNA Plan of Settlement being declared operative by the AFM, the newly elected board of directors of the AFM local here voted to call a strike against NBC affiliates, WDSU and WSMB. Strike call is effective Friday midnight. Stations have refused to sign contracts which call

(Continued on Page 3)

James Douglass Appointed Program Director for CSB

Omaha—James C. Douglass, assistant manager of WAAW, has been named program director of Central States Broadcasting System by Don Searle, general manager. Douglass

(Continued on Page 3)

Guest To Be Guest

Detroit—Edgar A. Guest, noted poet and radio celeb who has his own Household Finance Corp. program on CBS, will be special guest when the Household "Musical Clock," on which his son, Edgar A. Jr., is regular newscaster, starts its fifth year on WJR, Friday. Ralph Patt, emcee, promises live talent for the event.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Jan. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg
Am. Tel. & Tel.	148½	146¼	146½	— 2¼
CBS A	22	21½	21¾	— ½
CBS B	21¼	21¼	21¼	+ ¼
Crosley Radio	10¼	9⅞	9⅞	— ⅜
Gen. Electric	44⅞	43¾	43⅞	— ⅝
RCA Common	7¼	7	7	— ¼
RCA First Pfd	50⅞	50⅝	50⅞	.....
Stewart Warner	11¼	10⅞	10⅞	— ⅜
Westinghouse	109	106¼	106¼	— 3
Zenith Radio	16¾	16	16⅜	— ⅜

NEW YORK CURB EXCHANGE

Nat. Union Radio	13-16	13-16	13-16	—1-16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

B. Charles-Dean Resigns From British-American

B. Charles-Dean has resigned as president of British-American Productions and will hereafter devote himself exclusively to his new radio advertising campaign firm, B. Charles-Dean Co.

Stokes' Discoveries

Chicago—Harold Stokes, through Mutual show "On A Sunday Afternoon," has pitched up several amateur singers who have clicked. Among these are Marion Frances, signed by Frankie Masters, on NBC "It Can Be Done," Gilbert Mershon, who has landed commercial spots on WBBM and WJJD; Danny Ryan now singing with Carl Shreiber's band, and Patricia Long, who has had several nibbles.

WQXR
NEW YORK'S FASTEST GROWING STATION
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

Coming and Going

HOLLACE SHAW and MARGARET DAUM, CBS singers, to Washington on Jan. 24 for personal engagements.

PAULA NICOLL, MBS sales department, flies to coast on Friday for a one-week vacation.

GEORGE FAULKNER, director of 2DU in Dubbo, Australia, is at the Ambassador in Hollywod for two weeks before sailing for Antipodes.

ALEXANDER BRAILOWSKY, Russian pianist, arrives today for his first visit to the United States.

ARTHUR SCHNABEL, Austrian pianist, and KAREN BRANZELL, contralto of the Metropolitan, arrive from Europe today aboard the Berengaria.

CLARK ANDREWS, producer of the "Big Town" series, preceded Edward G. Robinson and Claire Trevor to New York from Hollywood.

DON SERVICE, attorney for the Broadcasting Service Ass'n in Sydney, Australia, sailed from the west coast Saturday for Honolulu for two weeks before returning home.

STAN LEE, Major Bowes talent scout, is spending a few days in the studios of WEEI, Boston, holding auditions for talent.

W. C. ALCORN, vice-president and general manager of WBNX, New York, and his wife, sailed Saturday for a 30-day cruise to Rio.

BOBBY FELDMAN, in charge of remotes for WMCA, is in Florida, recuperating from the testimonial dinner tendered him last week by friends.

WILLIAM WEISMAN, vice-president of WMCA, leaves for a Florida vacation early next month.

IVAN BLACK, p.a. of WPA Federal Theater Radio Division, is back from a southern cruise.

DAVID O. ALBER returns today from Philadelphia.

Boston Artists Service Is Discontinued by NBC

Boston—Artists Service of Massachusetts, formerly associated with NBC and headed by Cleon B. White, will close its affiliation with the network Feb. 1. White will open and operate his own bureau in the Hotel Bradford. It will be known as the Cleon B. White Entertainments. White said the company made him an attractive offer in New York, but after 25 years he figures he would do better on his own in New England where all his friends and contacts are located.

Get Phillies Games

Philadelphia—General Mills (Wheaties) and Socony-Vacuum Oil will jointly sponsor the National League local baseball games over WCAU this summer. On days when Phillies are not playing at home, General Mills and Socony will alternate in sponsoring a two-hour variety show over the station.

Fizdale Moves Chicago Office

Chicago—Tom Fizdale, national radio publicist, has moved his local office from 20 North Wacker Drive to 360 North Michigan Avenue, accommodating an augmented staff. Fizdale flew to Hollywood last week for campaign details on new business expected to complement eight major agency accounts added within the last month.

La Tour with Simon Agency

Arthur La Tour, for the past eight years associated with NBC and CBS, will be in charge of the radio department for the Simon Agency.

Hal Doolittle Dead

Asbury Park, N. J.—Hal Rushmore B. Doolittle, 21, announcer for WCAP, was found dead from carbon monoxide gas Saturday at his home here.

Peabody for Hipp, Baltimore

Eddie Peabody, currently in Philadelphia, goes into the Hippodrome, Baltimore, next month for a long run as producing emcee.

18-Piece Staff Band Is Organized by WJSV

Washington—WJSV has retained an 18-piece staff orchestra to augment its present entertainment facilities, it is announced by A. D. Willard Jr., manager of the station.

Frederick A. Long, program director, says John Salb will have charge of the orchestra's personnel. Crew will be known as the WJSV Columbians, with Meyer Goldman as conductor for the first two weeks, John Slaughter the second two weeks, and Leon Brusiloff the third two weeks.

Cugat Extended

Xavier Cugat and his orchestra, with Don Reid, tenor, and Valdez, baritone, have been signed for five more appearances on the RCA Victor program, starting Feb. 3. Show airs on NBC-Red, Thursdays at 11 p.m.



"It's the 101st blow that tells . . . ."

CBS COMMERCIAL TIME DIVERTED TO EDUCATION

(Continued from Page 1)

evening broadcast periods have been withdrawn from sale in order that the proposed programs might reach a maximum audience of grownups.

Board recommended (1) establishment of a series of half-hour evening programs dramatizing the processes of learning, (2) establishment of a series of dramatic studies of "America at Work" radio portraits, employing the average American's curiosity in what his neighbor is doing, in art, business, science, government, etc., and (3) continuous use of evening periods withdrawn from the commercial schedule and definitely reserved for experimental broadcasts in the educational field, these programs to be designed to win listeners and appeal to the radio audience in competition with commercial entertainment.

Ironized Yeast Signs "Good Will Hour" Series

(Continued from Page 1)

stations and four MBS stations (WOR, CKLW, WGN, WLW) will take the show. Former web will air a full hour, 10-11 p.m., with Mutual taking the first half-hour.

John J. Anthony and Bob Carter will continue in the same capacities. Deal is set for 18 weeks through Ruthrauff & Ryan Inc. Ironized is an extensive user of spot broadcasting but this is its first network effort in years.

Maj. Ridge for Congress?

Greensboro, N. C. — Major Edney Ridge, managing director of WBIG, is expected to announce his candidacy for Congress in the near future. The Major, like a good politician, never confirms or denies anything said about him, but the Carolina press has pointed out his qualifications, background and extensive civic activities in support of the rumors. Major Ridge formerly was publisher of Greensboro Record and is very active in American Legion, Veterans of Foreign Wars and other organizations.

Bowes' 150th Show

Major Bowes will mark his 150th amateur program Jan. 27 over CBS. Since the program became a network feature in 1935, more than 3,000 amateurs have been presented, selected from about half a million applicants, CBS announced.

The Perfect Sales Combination!
(Now in its third year.)
THE MORNING BULLETIN BOARD
AND
GOOD MORNING NEIGHBOR
Write for your Sales Brochures
STAR RADIO PROGRAMS INC.
250 Park Avenue New York City

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 15, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
True Confession	(Famous Music Corp.)	44
Bei Mir Bist Du Schoen	(Harms Inc.)	39
You're A Sweetheart	(Robbins Music Corp.)	39
I Double Dare You	(Shapiro-Bernstein Corp.)	35
Sweet Someone	(Leo Feist Inc.)	35
Rosalie	(Chappell and Co.)	34
Once In A While	(Miller Music Inc.)	31
I Wanna Be In Winchell's Column	(Leo Feist Inc.)	27
Bob White	(Remick Music Corp.)	24
Dipsy Doodle	(Lincoln Music Corp.)	24
In The Still Of The Night	(Chappell and Co.)	24
There's A Gold Mine In The Sky	(Irving Berlin Inc.)	22
Mama, That Moon Is Here Again	(Paramount Music Corp.)	21
I See Your Face Before Me	(Crawford Music Corp.)	19
Nice Work If You Can Get It	(Chappell and Co.)	18
You Took The Words Right Out Of My Heart	(Paramount Music Corp.)	18
Silhouetted In The Moonlight	(Harms Inc.)	17
Sail Along, Silvery Moon	(Select Music Co.)	16
Sweet As A Song	(Robbins Music Corp.)	16
Thrill Of A Lifetime	(Marlo Music Co.)	15
When The Organ Played O Promise Me	(Joe Morris Music Co.)	15

New Upstate Network May Join Major Web

(Continued from Page 1)

manager of WMFF, which is the key station for the group.

New net was created to furnish blanket coverage of the area along Canadian border in New York State and Vermont. System is at present carrying the Father Coughlin series.

James Douglass Appointed Program Director for CSB

(Continued from Page 1)

will be in charge of all programs on the three stations in the Central group — KOIL, Omaha, and KFOR and KFAB, Lincoln. Heretofore the system had a program director for each station. Bob Cunningham, KOIL program director, has resigned.

KEHE Personnel Changes

West Coast Bureau, RADIO DAILY

Los Angeles—Executive personnel changes at KEHE announced by Hearst Radio Inc. in New York, include: Howard Esary, only recently made program director, now heads International Radio Productions on the Pacific Coast, with headquarters at KEHE. Al Poska, former chief announcer and emcee on various programs, succeeds to the program directorship vacated by Esary. George Irwin becomes chief announcer. Gurden Mooser of the auditing department goes to KYA, San Francisco, as chief accountant.

RCA Victor Loses Plea

Federal Judge Knox yesterday denied RCA Victor the right to intervene in the case of Paul Whiteman vs. WNEW in which the maestro seeks to prevent station from playing his phonograph records.

KYFR Tower Attracts

Bismarck, N. D. — As evidence of interest created by KYFR's new 704-foot vertical radiator, dedicated last week, Manager F. E. Fitzsimmonds reports 697 persons visited the new transmitter location between 2 and 6 p.m. Sunday.

NEW ORLEANS OUTLETS FACE MUSICIANS' STRIKE

(Continued from Page 1)

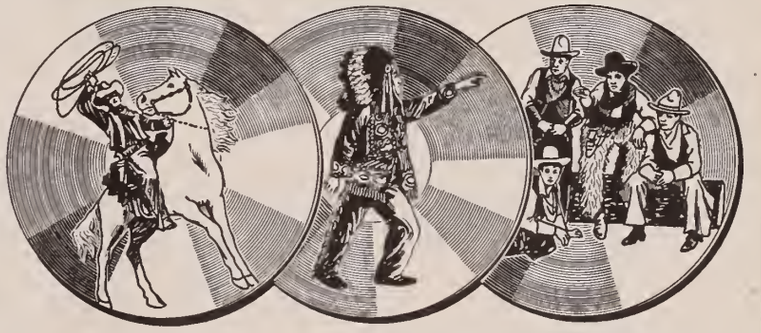
for a closed shop. The musician union contended that a closed musician shop would not interfere with other operations of the stations. Immediate result of the strike would be discontinuance of the WPA orchestra and all remote broadcasts from night clubs.

At WWL, which recently signed with the union calling for an augmented orchestra of 14 pieces, Irving J. Vidacovich was engaged as musical director, a position he formerly held at the station. WWL is affiliated with CBS.

At AFM headquarters in New York, nothing official was known of the strike order against WDSU and WSBM. It was stated in the absence of President Weber that the order is strictly a local proposition since both the outlets have hired but few, if any musicians, in the past. Regarding network programs, it was stated that such shows could not very well be stopped since NBC held contracts with the outlets which had to fulfill its obligations. The New Orleans strike call would be confined to local matters.

Jack Harty in Hospital

Jack Harty, WMCA traffic manager, is seriously ill in the Lenox Hill Hospital.



SPECIAL NOTICE!!

TO ADVERTISING AGENCIES, THEIR CLIENTS, AND ALL RADIO STATIONS.

"THE LONE RANGER"

TRANSCRIPTIONS

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon— A Republic Pictures Production.

Will Be Placed on the Market February Fifteenth

Tested and Proven as Radio's First Place Audience and Sales Builder

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

GUEST-ING

HELEN MENKEN, IVAN VANTZOFF, DORIS RHODES, LEE WHITNEY and BOB MacGIMSEY, on "Hammerstein Music Hall," Jan. 21 (CBS, 8 p.m.)

HELEN VINSON, on Paul Whiteman show, Jan. 21 (CBS, 8:30 p.m.)

NORMAN CORDON, on "Hit Parade," Jan. 22 (CBS, 10 p.m.)

DUKE ELLINGTON and SIDNEY PHILIPS, on "Swing Club," Jan. 22 (CBS, 7 p.m.)

PAUL LUKAS, on Jack Eigen program, today (WMCA, 6:45 p.m.)

SIDNEY BLACKMER, on Radie Harris program, Jan. 19 (WOR-Mutual, 7:45 p.m.).

COL. GILBERT T. HODGES and JOHN BENSON, on "Citizens' Forum", Jan. 25 (WNEW, 8:30 p.m.).

AGENCIES

JACK WARWICK, vice-president of Cecil, Warwick & Legler Inc., will speak on "Advertising Agency's Responsibility to Its Clients" before a dinner of the Advertising Women of New York Inc. at the Advertising Club today.

ASHLEY BELBIN has resigned from Blackett-Sample-Hummert Inc., Chicago, to become a partner in the Charles Daniel Frey agency. Other partners are Lorry Northup, general manager of the agency, and Arthur B. Sullivan, director of production, both of the Frey firm.

FRIGIDAIRE will hold its 1938 sales convention at the Hotel Astor on Feb. 1.

Nationwide Syphilis Talk

Dr. Thomas Parran, surgeon general of the U. S. Health Service, Gen. John J. Pershing, chairman of the National Anti-Syphilis Committee, and Ray Lyman Wilbur, ass't chairman, will speak on the syphilis campaign over the combined NBC-Blue and CBS networks on Feb. 2 at 10:45-11 p.m.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

are advertising headquarters for radio stations which are leading sales influences in their respective markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

MAIN STREET WITH OL' SCOOPS DALY

● ● ● Shaw and Lee leave the Wrigley show on completion of contract. Jack Fulton will become a permanent feature of the Sunday show. Wrigley is being talked to about the CBSwing Session....Jack Pearl, without benefit of fanfare, got into his car last Wed. with Wini Pearl and drove to the coast—but here's the tip-off: Sam Lyons went west on Thursday.... Cahn & Chaplin appear on the Ford show tonite doing a medley of tunes including their "Bei Mir B. D. S."....CBS "People's Choice" quit the Sunday spot and Harry Conn's "Earaches" will be moved back into the 8-8:30 stanza....Eddie Cantor's show will be in Cleveland on March 12 for the Shrine Convention and do the March 16 show from there with the 23rd set to come from N. Y.....Andrews Sisters may go on the U. S. Rubber show—if they aren't renewed next week by Wrigley....Morton Downey has shelved 28 lbs. but sprouted a soup-strainer....Fibber McGee and Molly have been signed to a 3-pictures-per-year deal by Paramount with former CBS Workshop director, Irving Reis, set to write their first.

● ● ● *Last Saturday nite's special NBC-Red show in behalf of the President's Birthday celebration and the infantile paralysis campaign fund had one of the most glittering arrays of radio stars ever heard on a single hour's program....Originating on the coast, lineup included Al Jolson, Walter O'Keefe, Rudy Vallee, Joe Penner, Phil Baker, Jack Benny, Edgar Bergen, Dorothy Lamour, Kenny Baker, Alice Faye, Lanny Ross, Tony Martin, Nelson Eddy, Jeanette MacDonald, Eddie Cantor (from his hospital bed), Don Wilson, Ken Carpenter and Meredith Willson's band....Fred Palmer, manager of KOY, Phoenix, Ariz., has gone western in a big way. He is remembering his eastern friends by sending them stuffed gila monsters mounted on a piece of cactus wood....Lloyd C. Thomas, g.m., and John C. McCloy, program director of WROK, Rockford, Ill., are recipients of bronze cards presented by the American Legion post in recognition of their outstanding service to the world war veterans' organization.*

● ● ● There's talk that the Chase & Sanborn show will come from N. Y. shortly....John S. Young will hand in his report on coming radio activities of the World's Fair by Jan. 24....Paul Whiteman's band will supply music for a fashion show to be aired by NBC from Cocoanut Grove Jan. 26....Stan Lomax will interview Ted Collins on basketball via MBS tomorrow....Dan Seymour will announce the Edward G. Robinson "Big Town" show for the next two weeks, with Leith Stevens' band set to supply the music....Nadine Conner will come to N. Y. for a guesting on "Song Shop"....Mary Livingstone and Gracie Allen will do a "sister act" at the Ted Healy coast benefit the 22nd.

● ● ● *Joe Maland is v.p. of the Central Broadcasting Co., manager of WHO, Des Moines and a director of the NAB....Earl May owns KMA, Shenandoah, Ia., and also runs the general store and a little nursery business with a reputed turn-over of several million dollars annually....You'd think they'd be pretty busy with all these responsibilities—but no! Maland admits to being the cow-milking champ of the NAB—and now comes Earl May scoffing at Maland's alleged supremacy as an udder-stripper—and challenges him to a contest, winner take all....Most programs must be on the air at least once to draw fan mail, but the mere announcement via KOIN, Portland, Ore., that it was to launch an educational show to assist parents in the correct rearing of young children—brought a number of letters of approval from local leaders in the field of education and public welfare. Show called "The Child Ways Counselor" debuted Sunday afternoon.*

ORCHESTRAS MUSIC

BENNY GOODMAN's swing concert in Carnegie Hall on Sunday night was a vociferous success as far as the audience was concerned. Some 3,000 followers of swing music and jam sessions all but went wild over the performance. Individual members of the orchestra were given chances to strut their stuff, and all of them got big hands. Music critics of the newspapers who reviewed the concert did not think so highly of swing, however. They predict this form of melody will soon be forgotten.

Corinne Frederick will play a 600-year-old clavichord on next Sunday's Radio City Music Hall Orchestra program directed by Erno Rapee over NBC-Blue at 12:30 p.m.

Allan Grant, NBC pianist in Chicago, has sold four songs to Chicago and New York publishers. They are titled "Jade," "Barcarolle," "Spanish Serenade" and "Waltz Scherzo."

Tommy Tucker and his orchestra busily engaged in waxing 30 sides for Victor in Hollywood. Amy Arnell vocalizes.

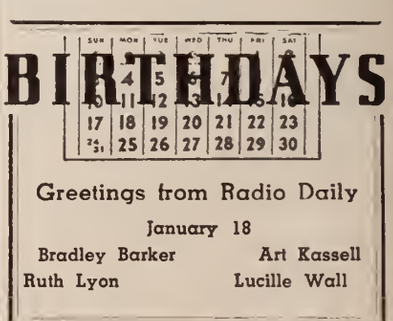
Eugene Jelesnick has moved his Continentals into Empire Dining Room of Hotel Utah, Salt Lake City, and two remote dance spots per week over KSL in Salt Lake City. Russ Stewart announces the Thursday and Friday nighters.

Jay Whidden and his orchestra step into the Cocoanut Grove, Los Angeles, to fill a three-day engagement between the departure of Whiteman on Jan. 27 and the arrival of Eddy Duchin on Feb. 1.

Erskine Hawkins and His Orchestra are now under the management of Gale Inc. The one night dance stands will be booked through Consolidated Radio Artists.

"Toast to Town" to S. F.

San Francisco—Cella Grape Juice variety show, "A Toast to the Town," moves here and will originate from KSFO studios to CBS Pacific network. Albert White, KSFO musical director, conducts the orchestra, with Walter Guild as emcee and Allen Sheppard as announcer.



Greetings from Radio Daily

January 18

Bradley Barker — Art Kassell
Ruth Lyon — Lucille Wall

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

Jan. 18: KSO, Des Moines. CP to increase power to 1 KW., 5 KW. LS. 1430 kc., unlimited.

KSTP, St. Paul. CP to increase power to 50 KW. 1460 kc., unlimited.

WJSV, Washington. CP to increase power to 50 KW. 1460 kc., unlimited.

Jan. 20: Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc, 1 KW., unlimited.

Great Lakes Broadcasting Corp., Cleveland. CP for new station. 1270 kc., 1 KW., 5 KW. LS., unlimited.

Fall River Herald News Publ Co., Fall River. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Sharon Herald Broadcasting Co., Sharon, Pa. CP for new station. 780 kc., 250 watts, daytime.

Allen T. Simmons, Mansfield, O. CP for new station. 780 kc., 1 KW., daytime.

Jan 21: WISN, Milwaukee. Mod. of license. 1120 kc., 1 KW., unlimited.

WJBO, Baton Rouge. CP to increase power to 1 KW. 1120 kc., unlimited.

WAPO, Chattanooga. CP to change frequency and increase power to 1120 kc., 500 watts, unlimited.

APPLICATION GRANTED

Southern Minnesota Supply Co., Mankato, Minn. CP for new station. 1500 kc., 100 watts, 250 watts L.S., unlimited.

APPLICATION DENIED

WSMB, Inc., New Orleans. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WTMJ, Milwaukee

Clarence Berlin, purveyor of hot trumpet and leader man on Johnny Olson's "Rhythm Rascals" for Penn Tobacco, is papa. It's a girl.

Katherine Bennett, actress with a yen for a "rest cure," chose Arizona because she heard so much about it from Nancy Grey, whose sojourn there has been a hot air topic.

Russ Winnie, sports commentator, has been emphasizing the "show must go on" stuff. He got up from a bed of flu to do two basketball games, thence to bed again.

Clair Hazel, former "Honey Chile" with Bob Hope, was picked up by "Around the Town" when Bob Heiss took the feature back stage at a matinee of "Brother Rat."

Bill Evans is making the world safe for doughnut dunkers with a slick gag on his "Top O' the Morning" show.



NEW PROGRAMS—IDEAS

Dental Series on WCCO

Thirteen lessons in dental health will be broadcast by the Minnesota State Dental Association and the Minnesota Department of Health in an educational series over WCCO, Minneapolis. The speaker will be Dr. Vern D. Irwin, superintendent of dental health in the Child Hygiene Division of the Minnesota Department of Health.

The radio series is being launched over WCCO in line with the Minnesota State Dental Association's campaign of educating laymen throughout the state in how to take care of their teeth. Instruction for children will also be included in the broadcasts.

ST. LOUIS

Bob Convey, KWK prexy, and the family have motored to Florida. Another KWK traveler is John Conrad, who is due back this week from the east.

Harry W. Flannery of KMOX addressed the West End Kiwanis Club luncheon last week.

France Laux, KMOX sports announcer, will be handed a trophy today by St. Louis Sporting News for his outstanding work as baseball miker.

Cantor's Talent Hunt

West Coast Bureau, RADIO DAILY

Los Angeles—Eddie Cantor will announce a search for new talent on his show tomorrow, and at the same time introduce another of his discoveries in the person of 10-year-old Perry Kilbourne, who will make his bow in a dramatic sketch. The "search" will continue for five weeks.

Cantor and his troupe, who go East on March 10, will be in Cleveland for the Shrine Convention on March 16-18. Other personal appearance dates are being lined up.

Previews for Oakie Show

West Coast Bureau, RADIO DAILY

Los Angeles—Jack Oakie and his campus cutups have gone for the "preview" idea and will clock each week's show for laughs at the CBS Playhouse on Monday nights at 10:30, with audience reaction presumably determining whether lines and situations are in or out on the following day's airing.

In the Air—And On It

Andre Kostelanetz has been selected by four leading eastern airlines for the second year as the country's No. 1 airline passenger. The conductor has flown more than 136,000 miles, it is estimated.

100 Stations for "Ho'el"

West Coast Bureau, RADIO DAILY

Los Angeles — When "Hollywood Hotel" starts on 26 additional Canadian stations Jan. 28, the show will be heard on an even 100 stations.

KGVO, Missoula, Mont.

Lee Nash, news editor, is the father of a girl.

Announcer Bob Young is emcee of a new Saturday night "Hayloft" swing period.

"Reminiscent Rhythm" is another new program, Wednesday nights.

Manager A. J. Mosby addressed the Missoula Park Board, of which he is a member.

NEW ORLEANS

With WWL and WSMB both in the market for new transmitters and the possibility that a third station will be a purchaser shortly, the town looks like a convention of radio equipment salesmen. One chief engineer hasn't had to buy a meal in a week.

The New Orleans Civic Symphony will go on the air twice for half an hour from the Municipal Auditorium when WSMB picks up part of its adult and youth concerts Monday and Tuesday.

Press Strike Aids Stations

Portland, Ore.—Typographical union strike causing suspension of three local newspapers has resulted in heavy use of radio for news periods and advertising. Theaters are among those using extensive radio plugs.

Energetic Speaker

Boise—With his address before the Rotary Club last week, C. G. Phillips, manager of KIDO, passed another milestone. He has now made a complete circuit of all Boise civic organizations, addressing each meeting on the subject "What NBC Means to Idaho."

Roger Doulens to Fizdale

Chicago — Roger Doulens has resigned as Earle Ferris' representative here to join Tom Fizdale Inc. He leaves immediately for New York and later will go to the Hollywood office. Edward Reynolds of the Ferris office in New York replaces Doulens.

Kayser Joins Rockwell-O'Keefe

Joe Kayser, one night booker, formerly connected with CRA and in business for himself, has joined the Chicago office of Rockwell-O'Keefe. He will be in charge of all one nighters in the midwest branch. Bob Weems, who formerly handled the one night bookings for the Chicago office, will contact Hotels and Night Clubs.

On Ball Committee

Dr. Orestes H. Caldwell, former Federal Radio Commissioner and now editor of Radio Today, has been appointed chairman of the Radio Industry Division in the New York campaign of the National Foundation for Infantile Paralysis, in connection with the President's Birthday ball. Jim Sauter is chairman of the general events committee.

NEW BUSINESS
Signed by Stations

WFIL, Philadelphia: RCA Manufacturing Co., spots, through Lord & Thomas; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; American Chiclet Co. (Sen-Sen) spots, through Badger, Browning & Hersey; Sears-Roebuck, participation, through Lavinson Bureau.

KYW, Philadelphia: Manhattan Soap Co., spots, through Peck Adv. Agency.

WNBX, Springfield, Vt.: U. S. Rubber, Ben Bernie program (CBS); Woman's World magazine, spots; American Popcorn Co., program, through Coolidge Agency.

WGN, Chicago: Scott Paper Co., through J. Walter Thompson; Lamont, Corliss & Co. (Cocoa), through Cecil, Warwick & Legler.

WBNX, New York: Gude's Pepto-Mangan, foreign language announcements, through Morse International.

KSL, Salt Lake City: Holland Furnace, spots; Hudson Bay Fur Co.

WBTM, Danville, Va.

S. C. Ondarcho, vice-president and general manager, has returned from a trip to Richmond, where he attended a meeting of VBS members.

Rosser Fowlkes Jr. "Alarm Clock Revue-er," is claiming a new "rapid response" record. On the Fowlkes "eye opener" recently, a Danville department store advertised a group of merchandise which was sold out two hours after the airing.

Addition to staff: Howard Brown, apprentice announcer.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

☆ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines.

OFF THE AIR by special filtered antennae.

STUDIO — 60' x 30' double ceiling broadcast studio. Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.
113 WEST 57th ST., NEW YORK
Phone Clr 7-6982 Established 1930



MERTENS & PRICE INC. reports more inquiries and sales in the first two weeks of 1938 than in the closing two months of 1937. Recent renewals on "Sunday Players" program include: Hawaiian Electric Co., Honolulu, for 26 weeks on KGU; Woodlawn Cemetery, Detroit. similar period on WXYZ; and Oaklawn Memorial Park, Charlotte, N. C., for WSOC, with Ward Lane's "Home Folks" also going to the same station on a new 52-week contract.

Clarence Muse is back in town following personal appearances in midwest theaters during the holiday season. Set to guest with George Jessel on "Thirty Minutes in Hollywood" on Jan. 23.

Fellowes' Syrup of Hypophosphates will have a daily spot announcement on KNX every day except Sunday during 1938, and the local office of La Salle Extension University has contracted for participation in "Sunrise Salute" through the Hixon-O'Donnell agency.

Art and Mrs. Fulton, both of Associated Cinema Studios, will celebrate their second wedding anniversary with a second honeymoon at Catalina.

May Robson has completed 100 transcriptions of "Lady of Millions" at Associated Cinema and will rest at Palm Springs for two weeks before resuming her recording.

The Tussy Lipstick program, "Hawaiian Moon," has returned to KNX here and KSFO, San Francisco, on a twice-weekly schedule, Monday and Thursday nights at 9:45-10, with Ivan Ditmars' orchestra and Ray Hendricks vocalizing. Thomas Freebairn-Smith will be announcer, and Carlyle Stevens is the CBS producer assigned, with Bill Goodwin handling the show for the William Esty agency.

The Cappy Barra harmonica band will appear with George Jay on his "Hollywood Matinee" over KFWB and the CRS tomorrow at 3 p.m. Bert Fiske is musical director.

KEHE has a new remote with George Redman and his band from Omar's Dome on a varying week day schedule for both matinee and late-at-night sessions.

Jerome Schwartz, former script writer at WOSU, Columbus, Ohio, and prior to that a newspaperman, has joined the KMPC staff as continuity writer.

Lou Salter and His Piano is a new KMTR nightly feature from the Hollywood Knickerbocker.

Frank Russell, KFI-KECA announcer, is the papa of a new girl.

KMPC now offers "Hollywood Casting Office" each Sunday night at 9:30 to 10. Variety show designed to give talented but little known tyros a break. Handled by Dude York and Ralph Bickle, with a studio casting director and prominent picture personality guesting each time.

Radio Chalks Up Another

Philadelphia—William Ware, in his news broadcast over WCAU yesterday morning, mentioned that the One Hundred Club was giving a luncheon same day to Philly's four living mayors (one in office and three ex). It happened that one of the mayors, J. Hampton Moore, had not been notified of the lunch. He was returning from Florida by boat and heard Ware's broadcast while sailing up the Delaware. Moore immediately arranged for a tug to speed him to the pier, and arrived at the scene of the lunch ahead of time.

LINCOLN

Mott Johnson is handling publicity now for KMMJ, Clay Center, Neb. Works directly under Randy Ryan, g.m.

Harry Johnson, KFAB sports announcer, was named head of radio relations in connection with the national semi-pro baseball tourney covering 48 states with finals in Wichita.

KFAB's master singers, Art Barnaby, Wally Reusch, Bob Bellamy and Bill Miller, are doing vaude dates.

After taking Jack Wells from KFOR here to his band as a singer, Anson Weeks also grabbed Helen Nash from the local talent list.

WTMV, East St. Louis, Ill.

Lester E. Cox, prexy, was in town from Springfield, Mo., for a visit.

Paul Reetz, continuity writer and announcer, has started a nightly German program, with news, folk music, etc.

Billy Knight, oldtime vaudeville and showboat actor, song plugger and radio engineer, now a WTMV salesman, goes back on the boards and air with a special quiz show from Washington Theater. Being a salesman, Billy sold himself.

Bill West, g.m., back from Florida, but only for a few days. His family remains there and he will rejoin them shortly.

"Susie, the Gal from the Hills", with a "stump me" program, auditioned by Montgomery-Ward store.

WKY, Oklahoma City

"Arkansawyers," one of the most popular programs for more than a year and one of the biggest fan mail pullers, begins immediate sponsorship by Superior Feed Mills under 52-week contract.

First half of "Sunrise Review" sold to Household Magazine.

WGPC, Albany, Ga.

A half-hour program, "Beauty Spot of the Air," has become quite popular with the women of Albany. Show consists of helpful beauty hints by leading beauticians of the city.

Two new programs started last week, namely, "Queen of Pep," a musical, and "Town Topics," resume of local news.

KWK, St. Louis

Dan Seyforth, talent director, believes he has a new find in little Kay Travis, who will be heard Tuesday and Thursday in "Today at 2".

Claire Harrison, continuity chief, is back on the job after an illness.

Allen Anthony, chief announcer, also on deck again after an appendix divorce.

PITTSBURGH

KDKA's welcome for Maurice Spitalny played to a capacity house at the Stanley Theater. A. E. Nelson was a good sport, shelling out some 300 ducats to friends of the station. Mary Ann Bock, Pittsburgh girl with Phil Spitalny, drew much applause. A feature of the presentation ,which was fed to the network, was the production of an actual drama, "The Avalanche," with sound effects 'n' everything right on the Stanley stage.

Engaged: Dorothy Rosenberg, originator and arranger for "Those Three Girls," to Philip W. Latterman.

Jack Paar, formerly at WCAE, now at WGAR, writes that it's a pleasure to introduce Sammy Kaye in person from the Statler Hotel, Cleveland, after having brought him on and taken him off the network many times in Pittsburgh.

Max Adkins made the special arrangements used on WCAE's Stephen Foster program to the network.

All local stations, having signed with Local 60, resume with studio bands.

Dale Jackson, formerly at KDKA, has departed for New York to audition his cockney characters.

RCA-Victor keeping a strict watch here on use of their records. Only Victor discs permitted on the air are those sponsored by RCA in its "Music as You Want It" series.

WQAM, Miami

Finals of Annual Miami Biltmore Tennis tournament aired by Lloyd Budge, Biltmore pro, and brother of Don, assisted by Dinty Dennis, radio sports columnist and Leslie Harris, special events director.

"Pappy" Sims and his Kentucky Ramblers, morning Scrapbook hill billy unit, take over the grandstand show at the Biscayne Kennel Club.

To promote the annual funds drive of the Florida Children Home, station aired a description of the dinner hour at the local home, using a short-wave relay. Show was handled by Leslie Harris.

Office of Norman MacKay, advertising director, looking like a shipping room, as mirror souvenirs are mailed out to friends and business associates.

Jack Thursten, musical director, wrenched his back when, in the midst of a torrid rendition, he slipped off the piano bench.

Judy Canova, who began her radio career over WQAM, in Miami to make an appearance with premiere of her latest picture.



E. F. McDONALD JR., president of Zenith Radio Corp., personally participated in recent broadcast of the telepathy series his company sponsors on CBS. He expects to have a statement to make on television on broadcast next Sunday.

Mrs. Ed McConnell, wife of the Acme White Lead songster, seriously injured in auto crash near New Orleans.

"Rhythm at Noon," Dodge dealers show on WBBM featuring comedian Doug Hope and Swing band, folds after two-year run. Show will be revived as five-a-week sustainer titled "Rhythm at Midnight" with The High Hatters, Dave Bacal, Shirley Sadler, Cheri McKay, Three Notes, Carl Hohengarten's music, jam session with Hilly Elden's band, and sweet swing with Hilly Elden.

Judith Waller, educational director of NBC, is in New York for round table conference on radio at meeting of American Woman's Ass'n.

Vivian della Chiesa, to sing at Chicago Theater week of Feb. 18.

WGAR, Cleveland

Newest WGAR origination to CBS is the Negro program "Wings Over Jordan", with 50 voice choir and outstanding Negro educators and religious leaders speaking from different sections of the country.

Additions to announcing staff: Bob Kelley, from WTRC, Elkhart, Ind., and Jack Parr from WCAE, Pittsburgh. Both are 20 years old—Cleveland's youngest spielers.

Announcers Wayne Mack and Dave Baylor and their wives celebrated wedding anniversaries—the fifth for the Macks, third for the Baylors.

Sammy Kaye and his orchestra at Cleveland's Hotel Statler now rate three CBS feeds weekly via WGAR.

Sportscaster Franklin "Whitey" Lewis was off the air last week due to the death of his mother.

Chief Engineer Morrie Pierce has been severely bitten by the candid camera bug and has concentrated his activities so far in photographing newly arrived son Bill in extremely informal poses.

Much jubilation at Cleveland's Friendly Station over the FCC examiner recommendation that WGAR power be raised to 5 KW.

WMAS, Springfield, Mass.

Chief Engineer James Spates, Program Director F. Turner Cooke and Senior Announcer Warren L. Greenwood, together with their wives, recently visited Pa Knickerbocker and took in the big stations there.

Salesman Milton Hale has returned from a short vacation in New York, where he was guest of the Lucky Strike program.

Announcer Carl Raymond had a birthday party on the 13th.

All employees received bonus checks recently.

PROGRAM REVIEWS

"JUST MUSIC"

Book-of-the-Month Club Inc.
WQXR, Daily, 10-11 p.m., except Saturday, 9-10 p.m.
Schwab & Beatty Inc.

CULTURAL MUSIC PROGRAM ON DAILY BASIS IS HEAVY FARE EXCEPT FOR CLASS AUDIENCE.

Premiere of the Book-of-the-Month club over WQXR was an all-Bach program with a 15-piece orchestra under the direction of Eddy Brown with Dr. Ernst Victor Wolff as guest soloist. Hereafter live program will be aired on Thursdays with recordings on other days.

Opening program was too heavy for this reviewer. Solo by Wolff on a harpsichord sounded more like a nickelodeon piano over the radio. Sponsor apparently plans to keep the music on a very high cultural plane. If so, he is limiting his audience to those who like serious music and even those will be hearing more than their share.

Portion of each broadcast is being turned over to a guest who will review two books of his own choosing. Christopher Morley was on Saturday and discussed "Forever Ulysses," the book-of-the-month club selection for January, and the late Don Marquis' "archy and mehitabel."

Rex Benware, the announcer, talks in a bass monotone which does not hold interest through an hour of heavy music. Announcer with a clear enthusiastic voice would be a help here. Harry Sherman, president of the book club, spoke briefly at the start of the program.

"STEPMOTHER"

Colgate-Palmolive-Peet (Tooth Powder)
WABC-CBS, Monday through Friday, 5:30-5:45 p.m.
Benton & Bowles, Chicago

GOOD HUMAN INTEREST SERIAL WITH LIKEABLE CHARACTERS AND WELL ACTED.

As title indicates, this new serial is about a woman who tried to raise someone else's kids. It poses the question, "Can a mother successfully raise another woman's child?" The characters in the story as heard on the initial broadcast sound like very nice folks—the kind that the average person would like. This augurs well for the popularity of the series.

In addition to a well written script, show is greatly helped by its excellent cast, which includes Sunda Love as the stepmother, Francis X. Bushman, as the widower whom she marries, Peggy Wall, Cornelius Peeples, Edith Davis and Bret Morrison.

"By Popular Demand"

This new WABC program on Saturdays at 9:30-9:45 p.m. is sponsored by Modern Age Books Inc. (cheap paper-editions), through Bachenheimer-Dundes & Frank Inc. agency. Show crowds exploitation of three books into a quarter-hour period in a ponderous "March of Time" style of production that includes short dramatizations from each tome. Books included one by Walter Duranty on a Far East story, a college campus murder mystery and H. V. Kaltenborn's "Kaltenborn Edits the News." In the last mentioned item, the commentator himself was on hand. Advantages of the cheap editions is stressed as being less than the price of many magazines and a 32-page bulletin is available for the asking.

Seems as though less of the sound effects, fewer voices and a more lucid type of continuity would be more effective rather than the heavy handed sock that can hardly be absorbed in so short a time.

Jerry Livingston

From the Laurel-in-the-Pines Hotel, Lakewood, N. J., Jerry Livingston, composer and maestro, sends forth some very delectable tea-time tunes over WOR-Mutual on Sunday at 4:30-5 p.m. and also on several other occasions during the week. The Livingston style of music is equally swell for dancing or for listening. Pleasing vocal bits are injected occasionally. On Sunday's program, Livingston offered the premiere of his latest composition, "My Window Faces the South," which sounded all right.

"On a Sunday Afternoon"

Harold Stokes, who is uncovering a good deal of new talent in this very entertaining Sunday variety show over Mutual from WGN, Chicago, trotted out another last Sunday in the person of Vee Layton (spelling not guaranteed), a hot singer who gets our vote in the "Opportunity Knocks" division of the program.

Henry Busse Orchestra

Like a cold nip in the air, Henry Busse's music is good for you—particularly on a lazy Sunday. And if Mar-O-Oil Shampoo (J. W. Marrow) feels as good as the music, the two make a combination that should do things in their quarter-hour which has returned to NBC-Red on Sundays at 1:15-1:30 p.m. There is a military snap to the Busse outfit, which imparts a newness to some of radio's most weary numbers.

☆ PROMOTION ☆

Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48-hours.

Latest of the Atlas press books, giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

WBIG Gets Break in Booklet

Imprinted on the front cover of an attractive booklet extolling the industries, recreations and various advantages of Guilford County, N. C., are the seal and slogan of WBIG, the CBS outlet in Greensboro. Inside front cover of the booklet also has a pocket containing assorted pieces of promotion. Chambers of Commerce and the County Board of Commissioners put out the brochure.

WOR Will Experiment With High Frequency

(*Continued from Page 1*)

effective primarily within a 40-mile radius.

A 45-foot antenna pole weighing 1,000 pounds will be hoisted 44 stories to serve as a radiator for the new 100-watt RCA transmitter. A number of frequencies are available, including 31.6, 35.6 and 41 megacycle channels. Operation at first will be limited to eight hours daily. A program of research and experimentation is being outlined, including gathering data on ground wave propagation, frequency characteristics, noise level in various parts of the city and field itensity measurements.

KBST, Big Springs, Tex.

J. J. Casey, formerly of KRBC, Abilene, has been appointed chief engineer here.

Frank McIntyre, street reporter and announcer, and Doris Carter will say "I do" in a few weeks.

A series of daily broadcasts from the municipal airport has been started by Frank McIntyre.

WLW, Cincinnati

Paul Sullivan's five-weekly newscasts will be sponsored for second year by Penn Tobacco, through Ruthrauff & Ryan. Sullivan also is making six New York appearances on Vitalis show, over NBC-Red Monday nights, on which nights he airs his Penn period from Radio City.

Arthur Chandler Jr., organist, starts Friday on a 13-week stint for National Livestock and Meat Board, through Campbell-Ewald, Chicago.

WMBH, Joplin, Mo.

Bob Lee, announcer, and Dessa Rue were married recently.

Terry O'Sullivan of Kansas City has joined as announcer.

Don Davis, formerly here, is now at KAND, Corsicana, Tex.



Radio Annual offers twelve months of advertising value at a one time rate—A Great Book covering a Great Industry — First forms now going to press.

To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.

SAN FRANCISCO

Jack Meakin, NBC maestro, debuted "Meakin's Milestones" Tuesday night. Show gives brief accounts of current trends, spaced with previews of new tunes. He does the commentary. His "Bughouse Rhythm" show has moved to a Friday spot.

Tom Breneman, newly appointed production rep for CBS in S. F., was up from H'wood. He plans to move a number of shows here from the cinema city.

Henry Shumer, Marjorie Smith, Bobbie Hudson, James Kreiger, Lu Tobin, Earl Lee, Jack Cowden, Vernon Wilson, Everett Glass are getting regular roles in the new series, "As A Man Should," which stars Chief of Police Wm. J. Quinn.

Mort Werner, KJBS singing announcer, back from N. Y. and has begun a new show called "Sunday Afternoon Swing School" in which he plays eight records. Those who guess all 8 titles and phone in the answers are given the choice of a favorite recording.

Ernie Smith, KYA sportscaster, now going into his tenth year of his nightly "Sports Page of the Air."

Wilbur Eickelberg, KFRC manager, has left on a three-week eastern tour with stops at Chicago and N. Y. on business.

KYA's "Family Upstairs," authored by Evelyn Boehm, faded after three months.

Commander A. W. Scott, world traveler and commentator, is being heard in "Romance of the Highways" for Greyhound Bus on KFRC Sundays at 10:15 a.m. Series now in its fourth year, and recently switched from NBC.

Jane Cook, local radio warbler, formerly with Bob Saunders' band, now warbling with Roger Burke in the Sir Francis Drake Hotel.

KSFO's Helen Sawyer has gone south as assistant to Fletcher Wiley, commentator.

Eleanor Jackson, whose informal chatter "Of All Things" was aired Friday nights over KGGC, back after a vacation.

Edna Haas, formerly with Columbia stations in the east, doing a "Pin Money Club" show on KGGC which tells how to earn pin money in spare time.

ONE MINUTE INTERVIEW

AUSTIN MARSHALL

"If a singer wants to increase his value to radio and himself, he'd better develop a talking personality. Good singers can do well but ability to perform as master of ceremonies is a huge asset in these days of multiple variety shows. Nobody can deny that such singers as Rudy Vallee, Bing Crosby, Don Ameche, Kate Smith, Frank Crumit, Lanny Ross and lately Buddy Clark have enhanced their following, prestige and income by displaying ability as conferenciers in between vocal offerings."

☆ Coast-to-Coast ☆

GEORGE MENARD, chief announcer at WRKO, Rockford, Ill., is the father of a new girl. A week before, Program Director John C. McCloy of the same station also became the daddy of a girl.

S. D. Gregory, assistant g.m. of Westinghouse Radio Stations Inc., has been visiting WOWO-WGL, Fort Wayne, Ind., in an advisory capacity.

Carl Vandagrift took over the sponsored noon news period on WOW due to illness of Bob Wilson.

Increase in the number of "spoken word" programs is being contemplated by KOBH, Rapid City, S. D., with a line of new program transcriptions being sold by the sales department. Requests for time allotments are increasing in number with prospects of an early "sell out" in view.

Jane Whitney, eye-filling songstress, will trill a few notes for the Pepper Uppers next Sunday over the Dr. Pepper-Dixie Network at 5:30 CST. Miss Whitney is currently appearing with Johnny Hamp's orchestra at the Adolphus Hotel Century Room, Dallas, and formerly made a tour of leading night spots with Buddy Rogers' band.

"Crosley Salutes Richmond," a program originating in the studios of WLW, Cincinnati, was heard through the rebroadcast facilities of WRTD last Friday. Following a practice begun last year, Crosley Radio Corp. has again included Richmond in the group of cities receiving the Crosley salute. Rebroadcast was sponsored by Tower-Binford Electric & Manufacturing Co., Virginia wholesale distributor of Crosley products.

Washington radio stations will cooperate with the campaign of Congressional and District leaders to stamp out highway deaths, it was indicated following a conference between government leaders and radio station executives. Among those attending were Jess Willard of CBS, William McAndrews of NBC and Madeline Ensign of Mutual. Under plans adopted, every time a fatal accident occurs radio stations will broadcast the sound of screeching sirens to impress upon the public the necessity for safety. Stations will further report every fatality giving full details.

Byron Holiday, formerly of WOR and more recently at the Stork Club, New York, has been made director of entertainment at the Hour Glass, Newark.

Standard Radio's Super Sound Effects were sold the past week to a Belgium station as well as WOW, WSMB, WSM, KNX, KSFO, KRRV and WFBL. WTAG, has purchased the "Donald Novis Sings" library from Radio Features, subsidiary of Standard headed by Jerry King.

WOPI, Bristol, Tenn.

Station has initiated a weekly "Current History" talk by Clay Rasterly. A discussion of the Current Events of the Week is the feature of this 15 minute broadcast.

"Roy's Radio Column of the Air" is now being sponsored by Sterchi Bros., dealers for Philco radios.

Duke Barron and his orchestra supply dinner dance music from the Parisienne Room of the Hotel Bristol.

Russel A. Case and His Choral Group are broadcast direct from the Calvary Baptist Church.

WLBC, Muncie, Ind.

Maurice Crain, chief engineer, and Henry Marks, announcer, off sick list.

Don Burton, owner, and Ottis Roush, chief announcer, visited in Louisville enroute to broadcast basketball game at Jeffersonville.

Francis "Jake" Higgins, special events announcer, still working on new type of sportcast which will hit airlanes shortly on his "Sports of Today" program.

Jimmy Fidler, weatherman, has weather bureau completed at studios.

BOSTON

Charles R. Hector will be named orchestra director at WEEI within the next few days. Hector was musical director at Yankee network. Since then he has been heard over CBS from New York and in local theatricals.

John A. Holman, g.m. of WBZ-WBZA, and Rakov, maestro of the same stations, both went to New York last week for business conferences. Saturday night they attended the weekly broadcast by Toscanini. Also on Saturday Rakov conducted an orchestra of NBC musicians at Radio City in a half-hour program over Blue network at 5 o'clock, the spot he is usually heard in from Boston.

WBZ and WBZA are broadcasting and feeding to an NBC Blue network a half-hour of popular dance music by Art Shaw and his orchestra, who are now at Raymoor Ballroom.

Paul Wing, who conducts the Spelling Bees for NBC, will broadcast two matches from the Hotel Bradford studios of WBZ later this month.

WSPR, Springfield, Mass.

Max Erlich, former newspaperman, has been appointed salesman for the Springfield area.

"The Monitor Views the News", by Christian Science Monitor, is back on the air daily after a long vacation, again presented by Announcer Art Bergstrom.

Station is on the air until 6 now, having added 15 minutes.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. Fred Pflugfelder
N. W. Ayer & Son, Inc.
500 5th Avenue, N. Y. C.

My dear Mr. Pflugfelder:

"Anything worth doing is worth doing well." This is not just a motto to be framed and hung on a wall as far as we're concerned. Rather it is the premise on which International Production Studios conducts its business.

As Radio Director of N. W. Ayer you know that is the only way a successful business can function.

Such being the case, we solicit your account. A telephone call will bring you proof of our prowess in the form of a sample recording.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 13 NEW YORK, N. Y., WEDNESDAY, JANUARY 19, 1938 FIVE CENTS

Average Sponsor Outlay Up 24.4%

6 NORTHWEST STATIONS FORM NEW ASSOCIATION

Valley City, N. D.—Representatives of six stations in North Dakota and western Minnesota organized the North Central Independent Broadcasters' association at a meeting held here. General aim of the group will be the promotion of their mutual commercial interests, and other independent stations in the region served will be eligible for member-

(Continued on Page 3)

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

Consolidated Radio Artists and Rockwell-O'Keefe have closed a deal to pool their orchestras on the Pacific Coast. Latter concern will handle the offices, although the former will retain its identity in the territory. Tom Rockwell will have charge of

(Continued on Page 3)

Iowa Network Spot Biz Gained 34% Last Year

Des Moines—National spot advertising on the Iowa Network in 1937 showed an increase of 34 per cent over 1936, according to Commercial Manager Craig Lawrence. The network stations, KSO and KRNT here and WMT in Cedar Rapids-Waterloo, were used by 139 different regional and national spot advertisers.

CBS Cornerstone Set

West Coast Bureau, RADIO DAILY

Los Angeles — Cornerstone of the new CBS-KNX building costing $1,000,000, was set yesterday by Donald W. Thornburgh, Pacific Coast vice-president of CBS. Entertainment and noted speakers were heard. Lud Gluskin led the orchestra and Gary Breckner acted as emcee.

100-Watter's Record

Lima, O.—A total of 1,022 religious programs, sponsored by 83 different churches, is the achievement of WBLY in 1937. Station also broadcast 71 different high school bands, three university and four college bands. Herbert Lee Blye, owner and operator of the station, thinks he's set a record of some kind for a 100-watter.

Bring Their Own

Philadelphia—If the practice of some WDAS "Merry-Go-Round" fans continues, station won't need to buy many popular recordings. Many fans not only request certain numbers, but bring the recording to the station to be played—and then leave the disk at the station for future playing.

WLS PERSONNEL CHANGES; HEARST AS PARTIAL REP

Chicago—Personnel changes at WLS include departure of Robert L. Kaufman, director of publicity and promotion; Orrin Allen, market research; Bob McElwaine, merchandising, and Dave Willburn, who joined John Blair & Co. Edythe Dixon takes over Kaufman's duties.

Glenn Snyder, manager, after New York conferences with Elliott Roosevelt, says WLS will continue to

(Continued on Page 3)

Canada May Raise Fees On Radio Receiving Sets

Montreal — Increase in license on radio sets from $2 to $2.50 or $3 is reported being considered by the Ministry of Transport. The proposed boost in fees is viewed as necessitated by the expansion program of Canadian Broadcasting Corp., which has added high power stations, extended broadcasting time and introduced new programs. License intake in 1936 was $1,700,000. An increase to $3 would add another million.

Baird Television Set On Display in Detroit

Detroit—A showing of the Baird television receiving set, imported from London, will take place here at the fourth annual Detroit and Michigan Exposition starting Jan. 21. Plans call for television broadcasts on the floor of the convention.

Nat'l Meat Board Sets Campaign on 14 Stations

Chicago — National Live Stock & Meat Board, through Campbell-Ewald Co., has set a campaign on 14 stations to stress low meat prices. List includes WLS, WOR, KMOX, KNX, WBZ-WBZA, WBAL, KYA, WXYZ, KOA, KOIL, WFAA, WLW, WHO and WHB.

NBC Analysis for 1937 Shows Drug and Toilet Goods Lead Increase With 19.3%—Food, Beverages Next

The average expenditure per advertiser on the NBC network last year was $288,442, an increase of 24.4 per cent over 1936, according to industry breakdown figures covering 134 accounts released by the web yesterday.

Drug and toilet goods items lead the industry field in NBC time expenditures with $13,322,990, up 19.3 per cent. Food and food beverages ran second with $11,008,762, up 13.4 per cent. Other groups which spent

(Continued on Page 2)

ASCAP RETAINS COUNSEL FOR FLORIDA TEST SUIT

Frank J. Wideman, Washington and West Palm Beach attorney, has been retained by Ascap to fight its contemplated suit against the State of Florida where it will seek to test the constitutionality of the recently enacted anti-Ascap law. Wideman is senior member of the law firm of Wideman, Wardlaw & Caldwell. He is a former assistant U. S. attorney and preceded Robert H. Jackson in office.

Albany Bill Seeks to End School Band Competition

Albany — School and college orchestras would be banned from playing at public functions outside their educational institution under the terms of a bill introduced in the Legislature by Assemblyman Francis J. McCaffrey. If no local organized civilian band exists, the college orchestra could then play, according to the bill. Measure, intended to relieve present conditions under which union bands claim they cannot successfully compete with college orchestras, was referred to the Education Committee.

Doyle's Firm to Produce Transcriptions for Atlas

As part of its five-year agreement with Atlas Radio Corp., the Stuart F. Doyle Fidelity Radio Ltd., Sydney, Australia, will produce transcribed programs along the same lines as Atlas. Fidelity will distribute the Atlas shows to the 16 stations in Australasia, while Atlas is to handle the Australian shows here. The writing, acting and producing talent among the Australasian stations will be used in the Fidelity shows.

Herbert R. Ebenstein, president of Atlas, plans to eventually form an international chain of transcription distributing and producing offices in all parts of the English speaking world.

A.A.A.A. ANNUAL MEET IS SET FOR APRIL 20-23

American Association of Advertising Agencies will hold its 28th annual meeting April 20-23 at Greenbrier Hotel, White Sulphur Springs, West Va.

Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., is chairman of the program committee.

Meador Lowry Named WHAS Studio Director

Louisville—Meador Lowry, WHAS news commentator, has been appointed studio director in charge of production, announcers, etc., succeeding the late Pete Monroe. Other personnel changes include departure of Eric Norman, announcer, for a new post in Kansas; Joe Wheeler, sportscaster and "man on the street", to Chicago; Leland Brock, announcer, and Hugh Sutton, production director, to assume other business connections here.

Ticklish

Miami Beach—An unusual program in the works at WKAT will bring to the mike six Chinese and six Japanese, including laundrymen, chefs, chauffeurs and merchants, to give their respective views on the Far East situation. Station will assign its most diplomatic staff member to act as interviewer on the ticklish program.

RADIO DAILY

Vol. 3, No. 13 Wed., Jan. 19, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone WIsconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

Average Sponsor Outlay Up

(Continued from Page 1)

over a million dollars for time, were laundry soaps and cleaners, automotive and tobacco accounts. Complete classification follows:

	1937	1936
Automotive	$ 2,726,825	$ 2,905,531
Building Materials	235,989	251,259
Tobacco	1,716,638	1,549,229
Clothing	75,164	201,345
Confectionery, Soft Drinks	122,688	198,436
Drugs and Toilet Goods	13,322,990	11,119,555
Financial and Insurance	360,491	324,918
Foods and Food Beverages	11,008,762	9,706,273
Garden and Field	5,200	.....
House Furnishings	190,623	166,393
Jewelry and Silverware	156,756	146,288
Laundry Soaps and Cleaners	3,392,383	2,260,312
Lubricants and Petroleum	2,045,918	2,691,930
Machinery, Farm Equipment	13,344	.....
Office Equipment	.....	132,096
Paints and Hardware	354,339	321,812
Radios and Musical	1,275,184	586,790
Schools and Courses	8,940	96,180
Shoes and Leather	185,142	84,624
Sporting Goods	156,356	.....
Stationery and Publishers	437,546	309,000
Travel and Hotels	4,590	26,640
Wines and Beers	58,020	41,722
Miscellaneous	797,398	* 493,300
TOTAL	$38,651,286	$34,523,950

* Does not include political.

FINANCIAL

(*Tuesday, Jan. 18*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	147	145¾	146¼	— ¼
CBS A	21⅞	21⅛	21⅛	— ⅝
Gen. Electric	44⅛	43¼	43⅞	.....
RCA Common	7	6⅞	6⅞	— ⅛
RCA First Pfd.	50¼	50	50	— ⅞
Stewart Warner	11	10¾	10¾	— ⅛
Westinghouse	106¼	104	104½	— 1¾
Zenith Radio	16¼	15⅝	15⅝	— ¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅞	15⅞	15⅞	— ⅜
Nat. Union Radio	¾	¾	¾	—1-16

OVRE THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

Rudolph Schramm Heads NBC Wash'n Orchestra

Washington Bureau, RADIO DAILY

Washington — Rudolph Schramm, conductor-composer, leaves his NBC post in New York and returns here to direct the new 15-piece orchestra unit established by the network's local studios.

"Arno" Here for Radio Series

"Arno," violinist and orchestra conductor, who began his career after studying with Leopold Auer, is now in New York staying at the St. Moritz Hotel, while he confers with radio officials relative to a newly sponsored air program.

Sylvia Froos, Gary Booked

Sylvia Froos has been booked to play the Palace, Chicago, week of Jan. 21, and Sid Gary opens Jan. 28 at the Capitol, Washington, both set by Henry Frankel of WOR Artist Bureau.

First in local accounts in Chicago
WGES
(*In the heart of Chicago*)

Fidler "Can't Take It", Commentator Taylor Says

Sam Taylor, WHN's movie commentator, who took Jimmy Fidler to task in a recent broadcast, handed the coast gossiper another poke last night in response to a letter received from Fidler protesting about Taylor's former slap.

Taylor, in a chiding vein, had accused Fidler of airing a news item that was erroneous. Fidler, according to Taylor, wrote him a long and serious letter from which Taylor quoted an excerpt upbraiding him for criticising a fellow-commentator. Taylor, in last night's broadcast, argued that it's as ethical for radio spielers to correct each other as for newspaper columnists and editorial writers to do so. He wound up by declaring Fidler can dish it out, but can't take it.

WFBR-Bermuda Tie-up

Baltimore—In a tie-up with Pan-American Airways, Nancy Turner, director of women's programs for WFBR, has left on the Bermuda Clipper for a preview of summer fashions in that British isle. With Miss Turner goes WFBR engineer Carlton Nopper and complete transcription facilities to record a series of fashion commentations. The series will be sponsored by Bonwit-Lennon.

TURN TO PAGES 4 and 5 for the 101st BLOW

Monthly Promotion Service Is Syndicated by Flanter

A syndicated monthly station promotion service has been started by Adrian James Flanter, specialist in broadcasting sales promotion, to aid stations in convincing local business men that radio does a fine selling job. Idea in back of service is to enable stations to carry on systematic specialized local promotion at very low cost. Service consists of monthly promotion pieces, each different in presentation, directed at a definite retail interest yet having a strong general appeal. Each piece bears station imprint and will be supplied by Flanter in lots of 100, 250 or 500 for mailing direct by the station.

Nick Kenny Dined In Miami

Miami Beach—Nick Kenny, N. Y. Daily Mirror radio editor, was honor guest at a dinner in the Alamac Hotel, given by the Y.M.H.A. in appreciation of Kenny's work among Jewish youth.

Jan. 17th to 23rd is
KGLO WEEK
in celebration of
FIRST ANNIVERSARY
Get details of market covered by fastest growing station in America from Weed & Company.
KGLO, Mason City, Ia.
CBS OUTLET

COMING and GOING

ED CASHMAN, CBS producer, returned yesterday after a week-end trip to Cleveland.

LEO J. FITZPATRICK of WJR, Detroit, left New York yesterday for Florida vacation.

AL SCHILLIN, president of Schillin Advertising Corp., to Philadelphia yesterday to line up new business.

G. W. (JOHNNY) JOHNSTONE, WOR public relations counsel, and DAVE DRISCOLL, WOR-MBS special events, to Trenton and return yesterday for Governor Harry A. Moore's inauguration broadcast.

ADOLPH OPFINGER, MBS program director, returned yesterday after a swing around the Mutual web visiting stations.

MURRAY GRABHORN and EDITH M. STONE, general manager and station relations heads, respectively, of International Radio Sales, flew to New Orleans yesterday morning.

RAY BRIGHT, commercial manager of KTRH, Houston, who has been in town for a few days, plans to leave for home late today.

ALFRED W. McCANN JR. goes to Chicago on Monday for the National Canners Convention and will broadcast his WOR program from there.

JOAN EDWARDS goes to Rochester tomorrow to appear for the Eastman Kodak people.

IVY DALE of Ed Smalle's chorus flies to Canada next month to fill an operatic engagement.

STATION
W
N
E
W
NEW YORK
Serving New York and New Jersey
24
HOURS A DAY

CRA & Rockwell-O'Keefe Pool Orchestras on Coast

(Continued from Page 1)

the west coast offices. Understood that Consolidated might represent ROK in Chicago and Dallas, but this was not confirmed. In New York, concerns apparently will operate as competitors as in the past, although they have had working agreements and amicable relations for some time.

In San Francisco, CRA has acquired the business of Associated American Artists through a merger. The AAA office was headed by Tom Coakley. Larry Allen is ROK head in S. F.

Idea Clearing House

Chicago—Servicing of advertising agencies, sponsors and broadcasters with programs and merchandising plans written and produced by outstanding authors and program directors is the plan of Associated Radio Productions, according to Stuart Haydon, executive director. Firm at present is aiming several "custom built" shows to fit definite products. Reactions from agencies and sponsors has been good.

Biebl Joins WHK-WCLE

Cleveland — Leslie Biebl, for the past two years at WPTF, Raleigh, N. C., has been added to the WHK-WCLE announcing staff. Biebl comes to Cleveland with six years' announcing background and has spent time at WBRB, Red Bank; WCAP, Asbury Park; WMCA and WNEW, New York, and WIP, Philadelphia.

OKLAHOMA CITY

"Helen King, Lady Courageous," new serial on KOMA off to a good start.

Allan Clark, WKY production manager has begun gathering members for staff orchestra. Doc Davis hired to instruct, Clark probably direct.

KSL, Salt Lake City

Irma Bitner's daughter, Mary, married in Honolulu to a KGU-er.

Glenn Shaw, versatile announcer, returns to his distinctive reading styles with "Moonlight Mirage," supported by KSL Concert Orchestra under direction of Gene Halliday.

Eric Larsen, Walt Disney animator, was a studio guest recently.

WQAM Paper Weight

WQAM, the CBS outlet in Miami, has distributed a 4x2½-inch glass paper weight, with a map of the station's area visible from the top, while the bottom side of the glass is a mirror. It's a useful yet simple article, and the looking glass angle is particularly intriguing.

Spend yours Where the Money is!
COVERS THE CAPITAL DISTRICT
WABY
ALBANY, N.Y.

"Hollywood Hotel" Title Suit

Hearing will be held Tuesday in Supreme Court, New York County, on a temporary injunction being issued against Warner Bros. and Vitagraph over use of the "Hollywood Hotel" title and theater priority rights to the appellation. Through attorney I. Robert Broder, Hollywood Hotel Revue Inc. seeks injunction and $50,000 damages, declaring the vaude and movie theater revue of this title has priority rights and an agreement with Campbell Soup to use title and tie in on its advertising matter.

Plaintiff sets forth that the Warner picture is playing theaters and offering competition with the result that bookings have stopped since release of the film. Unfair competition is claimed over the picture but the radio show is declared non-competitive to theater attractions.

Warners claim a tieup with Campbell Soup and permission to use the title. The radio show has requested the theater attraction to stop using the title under threat of suit.

AFM Miami Conference Does Not Affect Radio

Miami — Routine meeting of the AFM executive committee here developed nothing affecting the radio situation, according to Joseph N. Weber, president. Weber said the conference was purely a "private" one.

WDZ Produces Chain Debate

Tuscola, Ill.—Although as much as 75 miles apart, outstanding High School debate teams of Illinois will compete through the five-studio facilities of WDZ, the one station chain. Teams from the Effingham, Danville, Mattoon and Tuscola High Schools will hold a series of half-hour debates starting Sunday, each speaking in turn from home town studio according to a specially written script. Local school superintendents listening in will act as judges.

Streamlined Publicity

"Streamlined publicity" has made its bow over WREC, Memphis, in the form of a special 15-minute show, running six afternoons a week and carrying information, news items and personalities about CBS and WREC shows and performers. Two announcers handle the show, one making "headline" announcements, the other following with a news item. The treatment of all "news" avoids too obvious commercialism, presenting show plugs as a matter of interest to the listening fan. A "featurette" and "chatterbox" column are included, the former giving a personality sketch of some CBS star while the column presents newsy activities of New York and Hollywood CBS stars. The show is called "Fan Fare Time."

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

WLS Personnel Changes; Hearst as Partial Rep

(Continued from Page 1)

handle its own sales throughout middle west. Hearst repping applies only to New York, Detroit and Hollywood. Naylor Rogers arrived over week-end to take over local Hearst office.

Marlo Making Shorts

In addition to radio and play activities, Marlo Enterprises Inc. starts production Monday on "Marlographs", short film novelties in the line of animated cartoons, according to Raoul Marlo, executive v.p., who formerly was a program impresario at WABC and WOR.

6 Northwest Stations Form New Association

(Continued from Page 1)

ship. Stations represented at the opening meeting were KOVC, Valley City; KRMC, Jamestown; KGCU, Mandan; KLPM, Minot; KDLR, Devil's Lake, and KVOX, Moorhead, Minn.

John B. Cooley of KLPM was elected president of the group, and Bert Wick of KDLR is secretary.

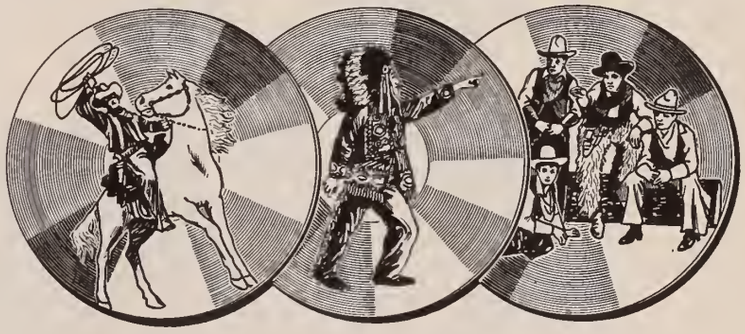
WREC Program on CBS

Memphis — The Jewel Cowboys, featured over WREC for the past two years, go on CBS Feb. 5 with a 30-minute morning show originating in WREC studios. The network show will be sustaining, with James Sanders, formerly with repertoire shows and in vaudeville, doubling as emcee and "Alexander," a Negro cook at the mythical Circle S Ranch. Harry Sturgis will handle sound effects.

WREC also originates a Monday night dance spot from Hotel Peabody, now featuring Eddie Fitzpatrick's orchestra.

Radio In Boise Classroom

Boise, Ida.—The new Junior High School here, with RCA-Victor receiving and sound equipment, tunes in regularly on educational and music appreciation broadcasts over KIDO. Appropriate broadcasts are made part of classroom routine.



Sponsors Want RESULTS
Stations Want AUDIENCE
ANSWER: "THE LONE RANGER"
TESTED AND PROVEN COAST TO COAST

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

TRANSCRIPTIONS WILL BE READY FEBRUARY 15TH
Make Reservations for Territory Now
Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

The 101st BLOW!*

REVEALS A 'NATURAL' SALES AND P

FOR A PRODUCT OR

"

A series of super
living people. St
est Dramatic Va
Misses not one

Dreams date ba
The Bible gives
through the ages
Abraham Lincol



**"The stonecutter hammers away at his rock perhaps 100 times without as much as a crack showing in it. Yet at the 101st blow it will split in two . . ." (vide Printer's Ink—Oct. 1937).*

THE ROCK S-P-L-I-T-S AND
ROMOTIONAL RADIO CAMPAIGN
SERVICE OF MASS APPEAL . . .
"IE DREAM WORLD"

matizations of actual dreams of past and r than fiction!—Gripping in *Human Inter-* ove, Romance, Suspense, Action, Comedy. emotion. Listener-building—Sustaining!

the days of ancient and primitive people. utiful and highly dramatic dreams. Down d recorded the last vivid dream of beloved before he was assassinated. Robert Louis Stevenson, Coleridge, and many other famous authors have been inspired to some of their greatest works by dreams. And we come to the present!—Regularly in our daily newspapers we read of some person having an extraordinary dream which had a distinct dramatic or comedy influence on the life of the person.

Everybody Dreams! *Politicians, Sport Identities, Hollywood Stars, Sweepstake Winners, Cafe Society, Etc., Etc.,* All Box Office Attractions and for guest appearance if desired.

This campaign has been prepared with a sales thought behind it. With tied-in Broadcast-Merchandising plan it carries through to Point of Sale.

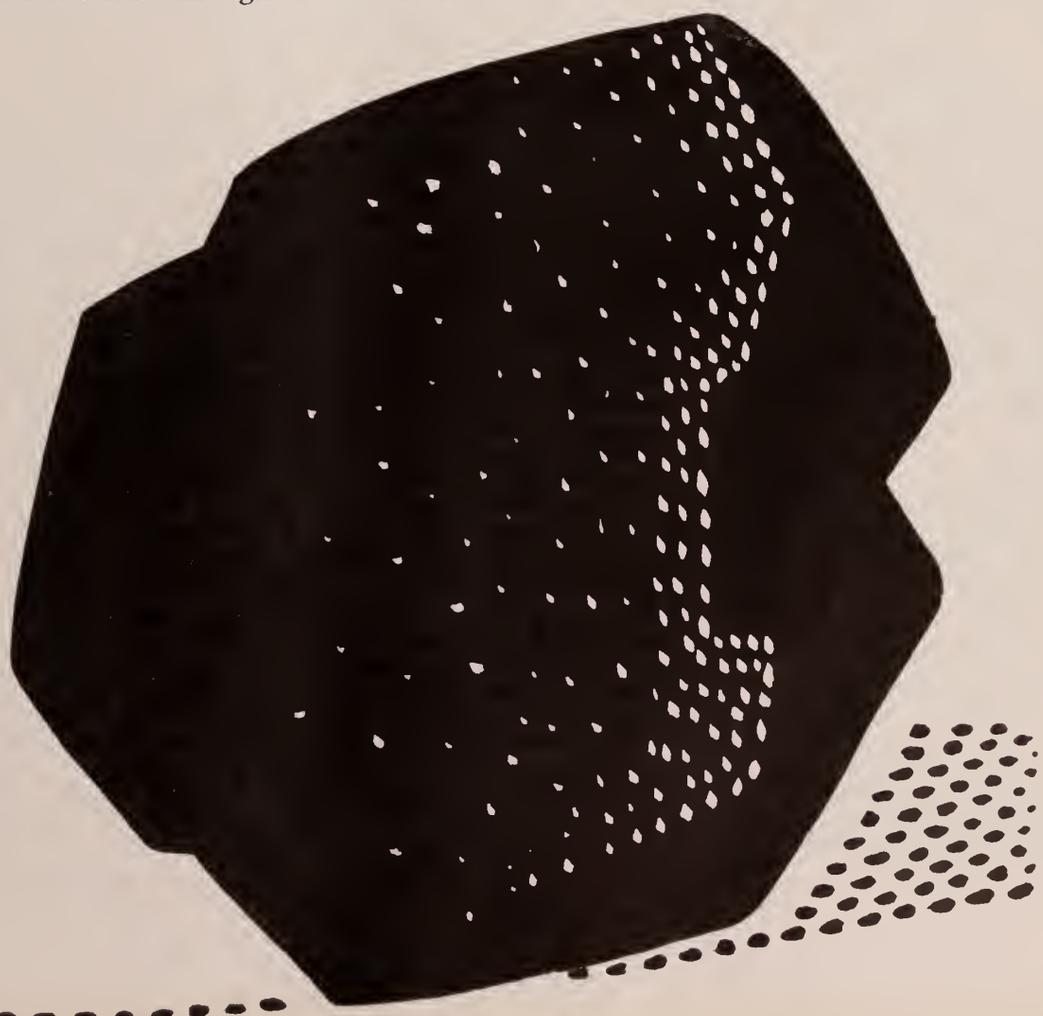
All communications to:

B. CHARLES-DEAN
COMPANY

Radio Advertising

Suite 715
1270 Sixth Ave. (RKO Bldg.)
New York City

Phone COlumbus 5-1925-6



GUEST-ING

LOTTE LEHMANN, soloist with Indianapolis Symphony Orchestra, Jan. 22 (MBS, 9:30 p.m.).

AL K. HILL, veteran actor, on "Hobby Lobby" with collection of comic songs, Jan. 19 (CBS, 7:15 p.m.).

HELEN HAYES and WERNER BATEMAN, on "Double Everything," Jan. 23 (CBS, 6:30 p.m.).

ROBERT WEEDE and LOUISE FLOREN, on "Hammerstein Music Hall" Jan. 28 (CBS, 8 p.m.).

CHESTER MORRIS and JOAN FONTAINE, with Rose Bampton on "Kraft Music Hall," Jan. 20 (NBC-Red, 10 p.m.).

BOB BURNS, in "Clarence" on "Lux Radio Theater," Jan. 24 (CBS, 9 p.m.).

ANITA LOUISE, with Tyrone Power in "Geek Gets Girl," Jan. 23 (NBC-Blue, 9 p.m.).

ELISABETH RETHBERG, on Ford Sunday Hour, Jan. 30 (CBS, 9 p.m.).

MARIE BUDDE, JOHN ROCKWOOD and GEORGIA STANDING, on "Metropolitan Opera Auditions," Jan. 23 (NBC-Blue, 5 p.m.).

CLIFTON FADIMAN, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.). GILBERT SELDES, tomorrow; WILLIAM ROSE BENET, Friday; ARTHUR TRAIN, Saturday, 9 p.m.

WKRC, Cincinnati

Kingsley Horton of the New York offices of Radio Sales was a visitor here last week.

On Wednesday, the Strietmann Biscuit Co. begins a series of "Man on the Street" broadcasts conducted by Eddie Humphrey, WKRC special events announcer, Monday through Friday at 10:45 a.m. from the Rathskeller entrance of the Hotel Gibson.

"Meet the Missus", the popular program of interviews conducted six times weekly by Maynard Craig, celebrates a year on the air this week.

Al Bland, pilot of "Dow's Dawn Patrol", was guest speaker at a meeting of the Norwood Business Men's Club last week. Because of his extreme popularity with listeners, Bland fills many speaking engagements.

COMMERCIALS
80 each week, covering 24 different lines of business—$1.00. Samples.
UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **PERSONAL Postcards To:—Leonard Lyons: In reply to your letter to us in which you state: "A number of your readers (thanks for the build-up) have brought to my attention the fact that you have introduced a new Wednesday feature (this pillar) which is exactly like my 'Calling All Stars' column. I'm for the 'Live and Let Live' theory, but I don't approve of larceny, so be a nice guy and lay off."....Funny, but none of your readers reported the similarity! For this type of column—which is nothing more than a condensed version of "open letters," is older than the columning racket itself!....Dave Elman: One of the 51 members of Frank Simon's Armco Band has an unusual hobby. He is Ernest N. Glover, ass't conductor, and he collects jokes about musical instruments....William Paley: At the Benny Goodman Swing Concert your CBS got a terrific plug via a mike with the call letters prominently displayed on stage-center of Carnegie Hall—but it didn't work. Martha Tilton, vocalist, who enjoyed the thrill of making her debut there, faced a dead mike for her vocals, but tore the house down with "Loch Lomond" and "B. M. B. D. S."**

● ● ● *Alfred McCosker: Benny Davis who recently completed a sustaining series on your outlet, opened his vaudeville unit at the Loew's Capitol, Washington, the past week-end and received rave notices from the reviewers—with Margie Ann Knapp among those coming in for special mentions....Clay Morgan, NBC promotional director: Sorry to hear Grace V. Ballou, your secretary, on the sick list....Ralph Nelson, who conducts "Swap Shop" on KCKN: Of all the strange propositions you've aired on your programs, we believe the strangest was the man who wanted to trade a mantel radio, slightly in need of repair, for a breeding cage for love birds.... Edison Light & Power Co.: Suggest you get after those 12 temperamental canaries heard with Frank Voelker, blind organist on WMT, Cedar Rapids. They won't sing unless the lights are turned off in the studio.*

● ● ● **Irving Berlin: Because you've been accused of having a "little black boy" in the background responsible for your success, Jack Robbins went out and got himself one also—to make deliveries in a page boy's outfit!....Richard Himber: Even though you didn't get "Mr." on your sign, Eddy Duchin publicity reads "Eddy the Great"....Del Casino: Due to your first shot on the Elizabeth Arden MBShow, you've become the adored of the sponsor and it's likely that the show will be yours permanently.... Herbie Kay: Judy Starr returns to the Drake in Chi this week-end....Ed Cashman: Mildred Bailey and her husband, Red Norvo, will appear with Duke Ellington on CBSwing Session this week, while Ella Logan holds off.... Harold Wald: Your brother, Jerry, is rumored mad about Leah Ray—until her next picture only....Walter Winchell: The fellow you mentioned responsible for Maxine Sullivan's success is Claude Thornhill—and he used to make Kosty's arrangements....Ted Hammerstein: Teddy Powell, who makes out your programs, had a severe shock this week. His aged mother left the hospital in Oakland, Cal., the other day after a stroke. Her first day on the street she stepped to the grocery store, was struck by a truck and fractured her arms and legs.**

● ● ● *Phil Baker: Your new wordslinger, Tom Hanlon, has been signed for a football picture....John Kuneau: Kelvin Keech was signed for a series of shorts....Fred Weber: Gabriel Heatter's brother, Max, is now his business manager....Gus Edwards: Your niece, Joan, has been renewed by NBC....Bernice Judis: Sid Schwartz, formerly your publicity director at WNEW, has been lifted by Dave Davidson at Atlas Radio Corp., after only a week. He's public relations counselor there now....Bobby Feldman: Because you're vacationing, WMCA had to get somebody to fill your seat there—so they got Spencer Hare—who is exactly your size!*

ORCHESTRAS MUSIC

JERRY LIVINGSTON, maestro-composer, currently featured at the Laurel-in-the-Pines, Lakewood, N. J., has been given a fourth weekly broadcast over WOR-Mutual. New period is Thursdays at 11:15 p.m.

Robert Sonderskov, cellist, graduate of the Royal Conservatory of Music, Copenhagen, is the newest addition to the large musical staff at KOIN, Portland, Ore.

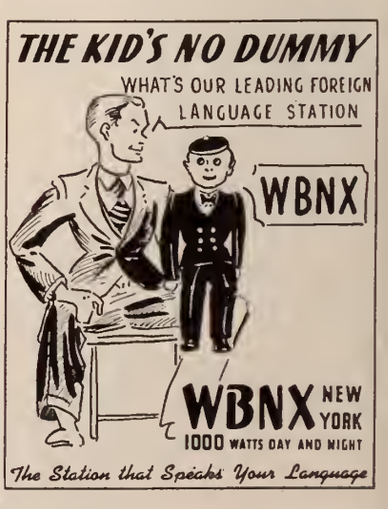
Frank Novak, whose last local appearance was at the Raleigh Room, where he ran for six months, has returned to New York after a series of road engagements and will open at a night club coincident with the start of his new NBC commercial for Mennen's Shaving Cream.

Tommy Dorsey returns to the New York Paramount Theater for the third time within a year about March 1, following a brief theater and college tour. Dorsey and his band leave the Commodore Hotel next week.

Leighton Noble and band who came to the Arcadia International Restaurant in Philly on a two week basis will remain until April.

Jack Delmar's Orchestra now at the La Casa Ballroom in Philly will be heard twice weekly over KYW on a remote.

Elisio Grenet, whose Cuban orchestra is currently appearing at the Club Yumuri, has returned to the bandstand after a month's illness. Armando's Latin-American band will continue at the Club Yumuri for the remainder of the season. Grenet and Armando alternate.



Los Angeles

WITH upping of power for the Don Lee short wave W6XAO from 150 to 1000 watts, Harry R. Lubcke, long in charge of experimental television for the net, will shortly embark on an ambitious program of regular visual broadcasts, with pick-ups from the street in the manner of inquiring reporters, special events, and similar fare provided for the owners of the estimated 100 receivers located within 20 miles of Los Angeles.

Sam Hayes, CBS commentator, has signed an exclusive contract with Music Corp. of America.

Weaver Jackson beauty specialists have taken the KHJ-Don Lee novelty, "What Does Your Hand Say," for 52 weeks.

Clinton Jones has taken over both scripting and production on the KHJ-Don Lee 'The Marines Tell It to You."

"Your Hollywood Parade" moves from the Warner lot to KFWB with tonight's broadcast, utilizing the theater specially constructed some months ago for lease to NBC. Al Goodman picks up the baton from Leo Forbstein at the same time, and Edward Arnold is the guestar of the week in an Arch Obeler tabloid drama, "Swami."

Robert Swan, long program director at KFAC, becomes a member of the faculty of U.S.C. this month, adding pedagogic duties to his participation on many programs at KFAC.

Tom Langan, scripter for the Paul Whiteman-Chesterfield show, is trying to arrange a six-week leave of absence to permit him to do a picture script at Universal.

COLUMBUS, O.

Fred Joyner, WHKC announcer on the "Hobnobbers'" sidewalk program, goes commercial Monday with his new sponsor billing him as "Red" Joyner.

On WCOL sick list: David Penn, newscaster, and Gene Kent of the continuity dept., home with the flu.

Jack Kelly, national sales representative here, in New York on business. George Mackey, until recently only a bit announcer, now a full-fledger.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

March 4: Mollin Investment Co., Huntington Park, Cal. CP for new station, 1160 kc., 100 watts day.

Continental Radio Co. (Scripps-Howard Radio Inc.), Washington. CP for new station, 1310 kc., 100 watts, 250 watts LS, unlimited.

United States Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts, unlimited.

March 11: George H. Payne, San Jose, Cal. CP for new station, 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station, 1200 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

WRAX and WPEN, Philadelphia. Involuntary transfer of control to Mariannina C. Iraci.

Martin Andersen, Orlando, Fla. CP for new station, 1500 kc., 100 watts night, 250 watts day, unlimited.

WDGY, Minneapolis. Modification of license to change hours of operation to unlimited time and power boost to 5 kw. day and night.

EXAMINER'S REPORT

WEED, Rocky Mount, N. C. CP to change frequency to 1240 kcs., increase power to 500 watts, unlimited DA at night; be granted.

SAN ANTONIO

Johnny Alderman of the KABC announcing staff is the recent father of a boy.

KTSA is remoting the "1938 Show of Shows" from the Olmos Club. Three broadcasts are given daily.

Ben Amado and his nite spot orchestra are airing regularly over KONO.

New programs over KABC include Ruth Gordon; State Health Department, and Malhon Merrick.

WISN, Milwaukee

Therese Meyer, organist, is back on the job after a siege of flu.

Woods Dreyfus, singing-announcer, also back to the office after fighting flu.

Popular "Stump Me Boys" program, with Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, returns in a new series. Kellogg Seed Co. is sponsor.

D. A. Weller, chief engineer, recently spoke before the Milwaukee Amateurs' Club on "Education for a Radio Engineer."

WFBM, Indianapolis

Bromley House, former WFBM spieler, and now representing the Brace Beemer Agency, Detroit, spent several days here on business.

Walter Reuleaux, musical director, adds four haymakers of "Chuckwagon crew" and additional violinist to his staff.

R. E. Blossom, station head, R. C. Block, head of Wm. H. Block Co., and personal greetings from Mayor of city and Major Bowes, appeared on the Block 200th Children's Hour broadcast from store's auditorium.

WIOD, Miami

Bob Nolan is putting on a new twice-weekly program featuring his own orchestra. Don Gilbert is vocalist.

Earl Barr Hanson presents an original program of piano music three times weekly.


WOR—MUTUAL
Is Proud to Present
JOSEF CHERNIAVSKY
"The Musical Cameraman"
8 P. M. EST.
Thursdays
COAST-TO-COAST

SAN FRANCISCO

Clicking is a new show featuring informal discussions of the theater, books, art and music, tabbed "Busman's Holiday," on KGO Wednesdays, 9:30. The 30-minute show, featuring Alfred Frankenstein, S. F. Chronicle music critic; Claude LaBelle, S. F. News radio and music editor; Luther Meyer, book critic, and Sam Dickson, NBC drama writer, is uncensored and entirely adlibbed—without even notes.

Les Malloy of KGGC airing a unique show called "Mental Whoopee." Program, aired every night from 10 to 11, except Sunday, asks listeners to phone in, and they are then interrogated by Malloy on three varied topics. Winners get passes to a local theater.

Donald Novis, who did four days at the Roosevelt Theater here, was interviewed by "Speed" Riley on KLS.

Sam ("Schlepperman") Hearn played the Roosevelt Theater, Oakland, through the week-end.

J. Clarence Myers, veteran newscaster, is commentator on a new sponsored program over KYA.

FORT WORTH

D. A. Kahn, manager of KGKO, Wichita Falls, Tex., is here getting ready for moving KGKO to this city.

Both KTAT and KFJZ are airing the local Golden Gloves tournament.

The Red Hawks musical program on WBAP each morning at 6:30 has added a facts feature called "It Is Said to be a Fact."

Len Finger of KTAT interviewed Charlotte Henry, actress, and Hal Silver, circus clown, who are with Jack Maggard's Pan-American Casino Revue.

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Ideal for special events, call systems, p.a. systems, amateur 'phones, etc.
Rugged. Chrome finish. Furnished in handi-mike or stand model [as shown]. Includes 10 ft. cable. Desk stands extra, $2.50 for handi-model and $3.50 for stand model. Licensed under patents of Brush Development Co.
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UNIVERSAL MICROPHONE CO., Ltd.
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Chicago

GEORGE DIEFENDERFER, formerly with Radio Sales Inc., has joined Paul H. Raymer.

Campbell Arnoux, boss of WTAR, Norfolk, visitor at Edward Petry & Co.

Wilbur Eichelberger, manager of KFRC, San Francisco, and Ray Bright, KTRH, Houston, stopped off to confer with John Blair and Co. Latter then went on to Detroit and New York.

Katherine B. Parsons has taken over Leslie Edgeley's duties in NBC continuity department. Edgeley is on leave of absence writing "There Was A Woman" for Glass Container.

Bob Venn, formerly with NBC office force, has joined sales staff of WRJN, Racine, Wis.

Bob Atcher, hillbilly entertainer, long with WHAS, Louisville, has joined WJJD.

Jack Hayes, WJJD engineer, back at work after three weeks in bed recovering from broken ankle.

Merle Housh (Henry Hornsbuckle) is being featured in a new program at WLS title "Corn Belt Peepers" for Corn Belt Hatcheries. He reads unusual poultry and egg anecdotes sent in by listeners.

Harold Peary, character actor, is the chap playing the part of the Chinese boy who has created so much comment in the Fibber McGee shows last few weeks.

CANADA

Premier William Aberhart, head of Alberta's Social Credit Government, and owner of his own station in Calgary, is going on the air with his own mid-week program, "Education in the West."

An arrangement between CKY and Canadian Broadcasting Corp. will ensure broadcast of Winnipeg church services on Sundays.



"We Called to Ask About the Sale You Advertised Over WHB"
WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to —
DON DAVIS, President, KANSAS CITY, MISSOURI

KANSAS CITY

Jack Neal, recently placed in charge of sales and sales promotion at KCMO, has appointed Charles G. Rowland, G. W. Endacott, G. L. Kirk, James P. Ellison and Louis Rawlings to the sales staff.

Ray Perkins will headline and emcee the President's Birthday Ball to be held Jan. 29 in the Kansas City Municipal Auditorium.

Nick Lucas is headlining the bill at the Tower Theater, this week, while Phil Spitalny and his "Hour of Charm" play the same house Jan. 28.

Jack Grogan, WHB announcer, and Betty Ann Painter, KCMO dramatic artist, will play leads in the Resident Theater production of "High Tor." Arthur Ellison will also be in the play.

Tom Kelly, KCMO newscaster, has been selected to introduce Cecil B. DeMille when he makes a personal appearance Friday at Newman Theater in connection with "The Buccaneer."

Larry Simms, KCMO announcer, has announced his engagement to Mary Catherine May.

Larry Sherwood, KCMO station manager, returned from Chicago and will leave the last of the week for New York.

Lowell Lawrance, motion picture and dramatic critic of the K. C. Journal-Post, has resumed twice weekly broadcasts via WHB.

Loyd Sigmon, KCMO chief engineer, has completed construction of an amplifier and speech input equipment.

Larry Sherwood, KCMO manager, is in Chicago on business.

WHB's early morning hillbilly program which went on the air last week for Colonial Chicks, has been increased to a half-hour. Jim Cliff is featured in the show, produced by Les Jarvies.

A. F. Schliecker, KCMO sales manager for the past two years, has resigned and will go to the coast. Jack Neal, recent addition to the KCMO sales staff, is being groomed to take over his work.

Doris Lane who conducts the "Today and Tomorrow in Kansas City", aired via KCMO for Canada Dry, has announced her engagement to Orville Washburn.

CFRN, Edmonton

After long preparation, "Edmonton On Its Way" made its debut last week. Early Edmonton history is being dramatized in the series.

"Dance of the Hours" is another recently started program, on participating basis.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

January 19

Charles Berry Charles Henderson
Lanny Ross Paul Small
Alvin Weisfeld
Alexander Woollcott

Coast-to-Coast

TO appease gifted young artists in several Colorado cities who clamored for a chance to air their talents, KLZ in Denver broadcast the weekly Saturday morning "Kiddies' Revue" from Colorado Springs through the facilities of KVOR, affiliated station. Since the show, a half-hour variety program featuring juvenile talent, usually is fed to KVOR by KLZ, the special broadcast meant merely reversing the normal procedure. Program is sponsored jointly by Denver and Colorado Springs wholesale bakeries, and plans are now under way to air the show from KVOR once each month.

H. A. Bruno & Associates, public relations counsel, will move to the RCA Bldg. early next month.

Don Ameche's new 20th Century-Fox musical film, "Happy Landing," with cast also including Sonja Henie, Ethel Merman, Raymond Scott Quintet, Leah Ray, Jean Hersholt, Eddie Conrad and others, opens Friday at the Roxy Theater. Sam Pokrass and Jack Yellen wrote most of the songs.

Alistair Cooke, NBC's "Critic On Broadway," will be heard at a new scheduled time in his series of talks reviewing the stage and movies beginning Saturday at 7:30 p.m. over NBC-Red.

With the city of Memphis standing an excellent chance of winning the National Safety Award for cities in its class, Commissioner of Public Safety, Clifford Davis was especially anxious to present his regular Friday evening safety talk over WMC. But the Commissioner was confined to local hospital convalescing from an attack of laryngitis, so WMC's portable recording equipment was brought into service. The Commissioner's talk was recorded in his room at the hospital and the transcription was presented over WMC at its regular evening time.

Ken Sisson, currently conducting "Canada 1938" in Canada, sponsored by Imperial Tobacco Co. Ltd., will relinquish his air time Friday in order that the nationwide network of Canadian Broadcasting Corp. may bring its listeners a running commentary on the Braddock-Farr fight in Manhattan. Sisson will bring the program back to the air again Jan. 28.

LOUISVILLE

Louis Rigo, violinist, who directed the WHAS ork for about four years, has forsaken touring bands, to play in the newly reorganized staff orchestra.

Bob Drake, WHAS multiple-voiced entertainer, has branched out into the coffee business. He has named his product "Jackson Family," after his air feature.

Connie Cook, 17-year old blues singer, is new discovery at WAVE.

Radio acts from WFAA, Dallas; WLS, Chicago; WSM, Nashville, and talent staffs of WHAS and WAVE will appear in the Flood Appreciation Show at Jefferson County Armory on Jan. 24. Joe Eaton, program director of WHAS, will be emcee.

Earl P. Carter, head of Pan-American Recordings, planed to New York on a business trip.

Radio Saves Day for Paper

New Bedford, Mass. — Radio stepped into the breach last week and saved the day—and a story—for The Standard Times, local newspaper. Story concerned the sinking of a local fishing schooner, which went under off Nantucket. Correspondent there was unable to wire, land wire connections being down. News was finally relayed by radio from amateur station WIEVJ to the Provincetown unit of the U. S. Naval Communications Reserve. From there it went by phone to the paper. Times acknowledged radio's service in front page box of the paper.

PHILADELPHIA

Four KYW sustaining artists now have spots on NBC network. They are Rodger Williams, tenor, Frances Carroll, and Carlile and London, piano team.

Norris West, who gave up his announcing job at WCAU to become assistant program director, returns to the mike next month to handle a choral series.

Joseph Franzosa and his symphonic orchestra celebrate fourth anniversary at WPEN tomorrow.

WOKO-WABY, Albany

Grenfell Rand has been appointed production supervisor of both WOKO and WABY.

Billy Rose, WOKO announcer, pinch hit for Wilbur Morrison on the Sunday Socony program.

WOKO gives last minute information on ski trails in the Adirondacks on Thursdays. Conservation Dept. furnishes reports.

WPTF, Raleigh

Kingham Scott, organist, has returned with a new Sunday series, sponsored.

Wes Wallace, program director, is in Rex Hospital fighting flu.

AVAILABLE

Young woman with 8½ years' experience in radio as stenographer—secretary—bookkeeper. Thorough knowledge all phases broadcast operations gained from high perspective. Advertising agency experience. Available immediately. Full particulars on request. Box A-123, Radio Daily, 1501 Broadway, New York City.



Radio Annual has been a full year in the making— Its editors have had the enthusiastic cooperation of the government and every branch of radio.

To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 14 NEW YORK, N. Y., THURSDAY, JANUARY 20, 1938 FIVE CENTS

R. & R. Tops CBS Billings

Looking On
.... AND LISTENING IN

TREK BACK In the opinion (mostly private) of some of the best informed radio people, radio activity in Hollywood has about reached its peak and the trek back east will be under way before long.

For every argument in favor of coast radio production, there are three against it.

Space here is too limited to go into details, but everybody knows the results of Hollywood's elaborate and costly ventures in movie-produced radio shows.

Radio's chief entertainment resources are mostly in the east—everything from music, which is about 60 per cent of radio fare, to program ideas, producers and acting talent that is suited to radio.

It must be evident by now that very few of Hollywood's movie glamor boys and girls — the main reason sponsors have gone west with their shows—are equipped to give satisfaction to radio listeners.

Tyrone Power is swell visually but pretty much of an automaton on the radio; due partly to the fact that he's too busy with film work to give the proper amount of time to broadcasting.

Robert Taylor, a leading heart-throb on the screen, misses badly as emcee in "Good News" and thereby hurts his reputation generally.

Even the great Mickey Mouse is a big letdown on the air.

Movies and radio simply don't mix, nor is there any reason for them to do so.

Every Hollywood program is movie-flavored, and so much film-flamming of radio shows is bad for both because it overdoses the public with too much of the same thing.

— D. C. G.

Another Convert

Greensboro, N. C.—A few months ago local newspapers refused to mention radio in news columns. But everything is lovely now between Greensboro Daily News and Record and WBIG. Not only are complete WBIG schedules being carried, but Major Edney Ridge, director of the station, was invited by the Record to be guest editorial writer.

FOOD-BEVERAGE ACCOUNTS CBS LEADERS LAST YEAR

Ace account, by industry groups, on CBS last year was the food and food beverage manufacturers. Group spent $6,437,273, an increase of 22.4 per cent over 1936. Same group led the field in 1936.

CBS also received large increases in revenue from the automotive and tobacco manufacturer groups. Former increased its 1937 expenditures to $3,907,343, up 13.6 per cent, with tobacco spending $5,040,336, an in-

(Continued on Page 2)

WMCA May Be Outlet For Transamerican Here

Negotiations are under way between John Clark, president of Transamerican, Donald Flamm, WMCA president, and William Weisman, vice-president of the station, whereby WMCA will become the New York outlet for Transamerican. Talks so far are only in the discussion stage. Understood deal will be set by the time WMCA moves into its new studios next month.

Libby, McNeill & Libby Starts Tri-Lingually

Chicago—Libby, McNeill & Libby (condensed milk) has started food talks by Mary Wright on WAAF; Polish Early Birds on WGES, and participation in Greek Hour on WHFC. J. Walter Thompson has the account.

J. L. Gallagher Assigned WTAQ-WHBY Sales Post

Green Bay, Wis.—J. L. Gallagher has been assigned to the WTAQ and WHBY sales department and will have his headquarters in Appleton, Wis., one of the cities where branch studios are maintained by WHBY Inc., which operates the stations. Gallagher will cover Outagamie and Winnebago counties.

IBC Network Now Feeding Programs to 15 Stations

International Broadcasting Corp., which specializes in Italian programs, and whose network consists of WOV and WBIL, New York, and WPEN,

(Continued on Page 3)

$3,243,443 Placed by Ruthrauff-Ryan on Network in 1937—Seven Other Agencies Billed Over Million

President Drew 20%

Cooperative Analysis of Broadcasting states that 20 per cent of radio set owners listened to President Roosevelt's address delivered at the recent Jackson Day Dinner.

SWIFT & CO. EXPANDS ALLSWEET ACTIVITIES

Chicago—Swift & Co. is expanding its broadcasting activities in connection with Allsweet Margarine. Starting Feb. 7 it starts participation in Fletcher Wiley's "Housewives Protective League" over KNX, Hollywood; on Feb. 9 participation in "Feminine Fancies" over Oregon and California stations of Don Lee network; on Feb. 10 its southwestern spot list will be expanded to about 20 stations. Swift's also plans to enter the midwest market in the spring. J. Walter Thompson agency here handles.

Through Stack-Goble, Chicago, Swift's Flexo Water Softener has started participation in "Happiness House" on Michigan Network and is using spots on WSBT, South Bend, and WKBN, Youngstown.

Texas Ass'n Endorses Reorganization of NAB

Dallas—Proposed NAB reorganization was endorsed in principle by the Texas Broadcasters Ass'n at the meeting held here. Under the proposed NAB plan, Texas will be designated as the 13th District of the organization.

Since each district is to endorse a

(Continued on Page 3)

Carey Succeeds Makelin As WIND Sales Manager

Chicago—Appointment of John T. Carey as sales manager of WIND, replacing H. R. Makelin, is announced by Ralph L. Atlass, president. Change is effective immediately. Carey has been with the station three years in a sales capacity.

Of the 66 agencies which placed business on the CBS network during 1937, Ruthrauff & Ryan was tops with a total billing of $3,243,443. Agency was sixth on the CBS list in 1936.

Benton & Bowles is second with $2,433,779, coming up from fourth place to second position. Blackett-Sample-Hummert, although its 1937 billings increased to $2,052,412, dropped down a peg to third place.

Other agencies which billed over $1,000,000 on the web last year were: N. W. Ayer, Newell-Emmett, Lord & Thomas, Neisser-Myerhoff and F. Wallis Armstrong.

Complete CBS agency list follows:

Ruthrauff & Ryan	$ 3,243,443
Benton & Bowles	2,433,779
Blackett-Sample-Hummert	2,052,412
N. W. Ayer & Son	2,043,329
Newell-Emmett Co.	1,806,541
Lord & Thomas	1,671,007
Neisser-Myerhoff	1,232,960
F. Wallis Armstrong	1,128,540
Young and Rubicam	990,428
B. B. D. O.	949,326
William Esty & Co	942,162
J. Walter Thompson	838,492
Hutchins Advertising	790,805
Maxon	730,633
Buchanan & Co	558,045
Knox Reeves Advertising	551,632
Gardner Advertising	530,614
Lennen & Mitchell	528,706
Arthur Kudner	440,040
MacManus, John & Adams	437,900
Hays MacFarland & Co.	381,282
Campbell-Ewald Co.	375,425
The Biow Co.	357,735
Geyer, Cornell & Newell	348,850
Morse International	323,320
Stack-Goble Advertising	286,138
Paris & Peart	275,275
D'Arcy Advertising Co.	265,170
Roche, Williams & Cunnyngham	220,378
Federal Advertising Agency	210,650
The Wessel Co.	201,865
Albert Frank-Guenther-Law	190,509
McCann-Erickson	185,870
Lambert & Feasley	160,480
Brooke, Smith & French	147,690

(Continued on Page 3)

Couldn't Buy Time

Washington Bur., RADIO DAILY

Washington—Because he couldn't buy time on WBZ and WEEI, Boston, in attempt to defend himself against a political attack that appeared in a Boston newspaper last Sunday, Representative Casey, Mass., yesterday filed formal complaint with the FCC against the stations.

RADIO DAILY

Vol. 3, No. 14 Thurs., Jan. 20, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

Food-Beverage Biz Led on CBS

(Continued from Page 1)

crease of 17.5 per cent over 1936.

Of the total radio dollar spent for advertising on the national networks during the year, CBS received 64 cents of every automotive dollar and 72 cents out of every tobacco dollar. Industry breakdown follows:

INDUSTRY	1937	% of Total	1936	% of Total
Automotive	$ 3,907,343	13.6	$ 2,533,971	11.0
Cigars, etc.	5,040,336	17.5	3,052,924	13.0
Confectionery, etc.	1,507,214	5.2	1,191,366	5.1
Drugs	5,114,454	17.8	4,885,770	21.1
Financial, Insurance	446,494	1.6	100,009	.4
Foods	6,437,273	22.4	5,216,744	23.0
Jewelry, Silverware	85,695	.3	91,884	.4
Lubricants, Fuel	1,992,889	6.9	1,599,034	7.0
Machinery	114,690	.4	82,365	.4
House Furniture	426,863	1.5	395,146	2.0
Office Equipment	.....	..	298,800	1.3
Paints, Hardware	.....	..	147,567	.6
Radios, etc.	824,225	2.9	774,010	3.3
Schools	3,960	..	.....	..
Shoes, Leather Goods	.....	..	32,705	.1
Soaps, House Supplies	2,233,933	7.8	1,308,098	6.0
Stationery, Publications	158,235	.6	76,060	.3
Travel	37,708	.1	15,850	.07
Wines, Beers	.....	..	111,570	.5
Miscellaneous	390,806	1.4	470,612	2.0
Political	.....	..	783,663	3.0
Grand Total	$28,722,118		$23,168,148	

FINANCIAL

(Wednesday, Jan. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	146⅜	145½	145⅞	— ⅜
CBS A	21⅝	21	21⅝	+ ½
CBS B	21	20¾	21	— ¼
Crosley Radio	9¾	9¾	9¾	— ⅛
Gen. Electric	43⅞	42⅛	43½	— ⅜
RCA Common	6⅞	6½	6⅝	— ¼
RCA First Pfd.	50	49⅜	49⅜	— ⅝
Stewart Warner	10⅞	10¼	10¼	— ½
Westinghouse	105½	102½	104	— ½
Zenith Radio	15¾	15¼	15½	— ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅞	15⅞	15⅞	.....
Nat. Union Radio	13-16	13-16	13-16	+1-16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

Reviews of Three Plays On WMCA in One Night

Last night at midnight, WMCA aired reviews of two new plays on Broadway and one in London. Drama critic Harry Hershfield started off at midnight with his review of George Abbott's "All That Glitters." Following that was a cable from London, wherein J. W. Marriott, WMCA's London critic, reported on "Needs Must." Then assistant drama critic Martin Starr broke in on a dance band remote with his criticisms of "One-Third of a Nation."

Dorothea Lawrence Series

Dorothea Lawrence goes on Syd Hayden's "Everybody's Hobbies" program over WNYC at 5:15 p.m. for an 11-week series in which she will campaign for American composers and American music.

Jules Hasberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

Daily Mirror Presenting Foreign Program on WOV

Daily Mirror, local Hearst paper, becomes the first American newspaper to present a foreign language program when it goes on WOV with its "Mirror of Thought" series aimed at Italian-speaking groups of its circulation, potential and otherwise. A noted Italian writer-director will read poetry with an appropriate musical background, each Wednesday, 3:15-3:30 p.m.

Ken Murray Back to "Hotel"

West Coast Bureau, RADIO DAILY

Los Angeles—Ken Murray returns to "Hollywood Hotel" on February 4 under a new term contract as emcee. Will have Tony Labriola (Oswald) and Marilyn Stuart with him as formerly. Understood that Murray's salary has been considerably upped from figure he received from Campbell on his own show and during the previous brief stay on "Hotel."

Para. Auditions Novelairs

The Novelairs (Jack Allison and Deutsch Twins) were auditioned for films yesterday by Boris Kaplan of Paramount. Trio's specialties include musical novelties, comedy and dramatic bits. They are handled by MCA, through Willard Alexander, with Evelyn Prochaska as personal manager.

Robert Taylor as Emcee

West Coast Bureau, RADIO DAILY

Los Angeles — Louis K. Sidney, Metro radio headman and producer of the M-G-M-Maxwell "Good News of 1938," has set Robert Taylor as permanent emcee on the program, with Fanny Brice, Frank Morgan and Allan Jones also to be fixtures.

One-Nighters for Crawford

Jesse Crawford, organist, will open a series of one nighters, playing picture houses and concert halls under the personal direction of Jack Lavin. Opening date is Milford, Del., Feb. 11, with Virginia houses to follow.

505 Companies Filed 1935 Income Returns

Washington Bureau, RADIO DAILY

Washington—Out of 505 broadcasting companies filing income returns for 1935, gross of $86,176,000 and net of $11,880,000 were reported by 238 companies, while 222 reported no net and 45 were inactive.

WHO Sponsors Golden Gloves

Des Moines — WHO will sponsor first local Golden Gloves boxing tourney next month, according to J. O. Maland.

Harold Fair, program director, and Bill Brown, sports editor, have been in Chicago for conferences with Chicago Tribune sports editor on the event.

Brokenshire Leaves WOR

Norman Brokenshire has resigned from the WOR announcing staff.

COMING and GOING

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is in Hollywood for conferences with Ray Coffin, heading the local releasing organization.

CHESTER LaROCHE, Young & Rubicam president, is in Hollywood, accompanied by M. M. GILMAN, Packard exec.

MARGARET SPEAKS, prima donna of "Voice of Firestone", back from a concert tour, returns to the NBC-Red for the Jan. 24 broadcast and again Feb. 14 for three successive airings.

LUCIO AGOSTINI, youngest satellite in a long line of musical headliners, passes through Manhattan late this week en route to Havana, where he will combine honeymooning with a study of Cuban music. Agostini makes his headquarters in Montreal, where he heads several commercial radio shows and turns out arrangements for others. At the moment he is collaborating with Ken Sisson on "Canada 1938".

HERBERT T. SILVERBERG, attorney, arrives in New York today from Hollywood and will be at the Hotel Warwick until Sunday.

JACK ROBBINS, accompanied by HARRY FOX, general manager of MPPA, and TED LLOYD, RADIO DAILY'S "Ol' Scoops Daly", leave for a vacation in Florida on Feb. 3 and from there fly to Cuba to spend a few days.

BENNY GOODMAN and his band left for a six-day vacation in Florida after Tuesday's broadcast.

JUDY STARR leaves tonight for Chicago to fill an engagement at the Drake Hotel.

TEDDY POWELL is slated to fly to Oakland, Cal., next Friday to spend a few weeks with his family.

HAROLD G. HOPPER, v.p. of Atlas Radio, off by plane to Chicago, where he is expected to remain on business a few days.

Anniversary Buttons

In connection with its "KGLO Week", celebrating first anniversary, KGLO of Mason City, Ia., has distributed buttons bearing special inscription. Station is a CBS outlet.



TEXAS ASS'N ENDORSES REORGANIZATION OF NAB

(Continued from Page 1)

man to be appointed for the district, the Texas Broadcasters appointed a committee of Harold V. Hough, WBAP, Fort Worth, and present treasurer of the NAB, Kern Tipps, KPRC, Houston, and Max Bentley, KRBC, Abilene, to nominate the man for the Texas 13th District. This nominating committee selected O. L. Taylor, KGNC, Amarillo, as the man to represent Texas.

Mrs. J. C. Vanderwoode, Dallas, explained the proposed "Texas Plan" of Parent-Teacher Education. Said plan provides of one hour daily transcriptions to be run on all Texas stations as sustaining programs. Programs to be produced by Texas Colleges with 15 minute periods devoted to primary, high school, college and adult education. No definite plans for financing organization have been completed.

All Texas stations were urged to join NAB and to be present at Washington meeting starting Feb. 14.

Present officers of the organization will remain until meeting in fall. Officers consist of O. L. Taylor, KGNC, Amarillo, president; Martin Campbell, WFAA, Dallas, vice-president, and James R. Curtis, KFRO, Longview, secretary-treasurer.

Texas Broadcasters in attendance at meeting included: Alex Keese, WFAA, Dallas; Sam H. Bennett, KTAT, Fort Worth; E. P. Humbert, WTAW, College Station; L. L. Hendrick, KRRV, Sherman; Burton Bishop, KTEM, Temple; Martin Campbell, WFAA, Dallas; Jas. G. Ulmer, KOCA and KGKB, Tyler; John C. McCormack, KTBS and KWKH, Shreveport; Herb Southerland, WBAP, Fort Worth; R. S. Bishop, KFJZ, Fort Worth; Gene Cagle, KFJZ, Fort Worth; Max Bentley, KRBC, Abilene; Beeman Fisher, WOAI, San Antonio; D. A. Kahn, KGKO, Wichita Falls; Harold Hough, WBAP, Fort Worth; George Cranston, WBAP, Fort Worth; O. L. Taylor, KGNC, Amarillo, and James R. Curtis, KFRO, Longview.

U. P. Wire for WESG

Elmira, N. Y.—After being supplied with news from a limited United Press newspaper service wire since last May when a special news department was added to the facilities at WESG, a change was recently made to the United Press Radio wire. Station has two news periods daily sponsored by Van Dyne-Tydol Oil Co. Glenn Williams handles all news and special events for WESG.



INS Is Releasing Series On Russo-Sino-Jap Events

A series of 12 timely articles by H. R. Knickerbocker on the inside developments in Russia and the Sino-Japanese situation are being released by INS for radio presentation simultaneous with their appearance in the Hearst newspapers. The series, which started this week, is prepared as "five-minute shots" for the air.

IBC Network Now Feeding Programs to 15 Stations

(Continued from Page 1)

Philadelphia, is now feeding daily programs to 15 stations. List includes WCOP, Boston; WNDC, New Britain; WELI, New Haven; WSPR, Springfield; WEVD and WFAB, New York; WHOM, New Jersey; WABY, Albany; WEBR, Buffalo; WSYR, Syracuse; WLBY, Utica; WSAY, Rochester; WAAB, Boston; WICC, Bridgeport, and WEAN, Providence.

Miss Hyla Kiczales, general manager of IBC, is the only woman having complete authority over a network. She was directly instrumental in the growth of the largest foreign radio chain in the country.

Ted Cott Resumes at WNYC

Ted Cott, dramatic director of WNYC, is back on the job after a vacation and is launching a new program policy for the Radio Playhouse. One-hour adaptations by Cott of leading current movies will be aired starting with "Boy of the Streets" Sunday at 2:30 p.m. Radio Playhouse Experimental Workshop offers Oscar Wilde's "Salome" on Saturday at 5:30, with Beatrice Miller and Ted Cott in the cast.

"Romance of the News"

"The Romance of the News" recently began a run of 52 weeks over WOV, daily excepting Sunday at 9:30-9:45 a.m. This new series, sponsored by Pope Food Products, a division of De Rosa Inc., is a dramatization of the workings of a modern newspaper with actual current news events making up the background structure of the story.

"Camp Meeting of the Air"

WBIG, Greensboro, N. C., having many applications from churches in Greensboro and surrounding towns, for religious programs, combined three evangelical churches into an hour program the last Sunday of each month, titled "WBIG's Camp Meeting of the Air" and conducted in the same manner of the old-fashioned camp meetings of the south. The first broadcast brought the greatest response any religious program has ever received over the Carolina regional.

WCMI Studio for Ironton

Ashland, Ky.—WCMI, which until recently had been supplying time to Ironton Broadcasting Co., Ironton, O., now discontinued, is understood to be planning to establish its own studios in that city.

Associated Studios, L. A. Remodeling New Quarters

West Coast Bureau, RADIO DAILY

Los Angeles—With the removal of KMTR from present temporary quarters in the Associated Cinema Studios building into the new Spanish-Mission type studio on Cahuenga Boulevard next month, Frank Purkett, v.p. and g.m. of Associated, announces that the building will be completely remodeled from plans drawn by Marshall Wilkinson, architect, conforming to the newest developments in acoustical treatment practice and providing added sound stages for both wax and film recording.

Alterations will include facilities to add to the present fleet of Associated sound trucks used by independent film producers on location. Purkett recently inaugurated a new practice in auditioning transcriptions by recording on both film and wax, permitting clients to get both visual and audible impressions of the show. Plan was followed with a new program custom-built for the film star Anna Sten, and a new dramatic show called "'Frisco Bill" and has been highly endorsed by potential buyers, Purkett reports.

Freddie Rich Renewed

CBS Artists Bureau has renewed contract of Freddie Rich for another year as CBS staff conductor. This will mark Rich's tenth year with the network.

R. & R. TOPS AGENCIES IN CBS 1937 BILLINGS

(Continued from Page 1)

Donahue & Co.	$104,850
E. W. Hellwig Co.	92,505
Rohrabaugh & Gibson	89,625
Compton Advertising	85,500
Co-Operative Advertising	69,740
Charles R. Stuart	54,120
Fletcher & Ellis	52,303
Peck Advertising Agency	44,775
Botsford, Constantine & Gardner	38,405
Cockfield, Brown & Co.	37,588
Lawrence C. Gumbinner	29,525
L. D. Wertheimer	22,960
Milton Weinberg	22,420
Hixson-O'Donnell	17,610
McCord Co.	16,120
Barnes-Chase Co.	14,526
Westco Advertising Agency	13,060
The Caples Co.	11,795
James F. Fay Co.	11,040
A. J. Denne & Co.	10,869
Broadcast Advertising, Inc.	9,386
Frances Hooper	8,094
Gillham Adv. Agency	6,480
A. McKim Ltd.	5,940
Pacific Market Builders	5,681
Raymond R. Morgan Co.	4,320
Walker & Downing	3,775
Baker Adv. Agency	2,700
Walsh Advertising Co.	2,500
James Houlihan	1,485
Sidney Garfinkel	990
Grand Total	$28,722,118

Heatter Starts Feb. 1

Gabriel Heatter's new five-minute inspirational series for Johns-Manville, with WOR as the outlet here, starts Feb. 1.



Four Thousand Eight Hundred Sixty - Six Women Say OK

CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"

—WXYZ—
MICHIGAN
RADIO
NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are *really* busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M., Monday through Friday, and no "ballyhoo." *BUT*, we did have an attractive *free* offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program *the hard way*, and report the findings *as is*.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH, HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

AGENCIES

S. I. NEIMAN has purchased the interest of E. S. Frank in Ernest Frank & Neiman, Chicago agency. Frank has gone to W. C. Mitchell agency.

THERESA POWER, veteran of media department of Lord & Thomas, Chicago, has retired on pension.

ARTHUR E. TATHAM of Bauer & Black, Chicago, has been named chairman of program committee of Association of National Advertisers, which will hold annual meeting at Hot Springs, Va., Sept. 28.

RICHARD V. NALL has left Reincke, Ellis, Younggreen & Finn for the John H. Dunham Co., Chicago.

JIM PEASE, formerly of McJunkin agency, has joined Carl Wester & Co., Chicago, and is collaborating with Irna Phillips on "Woman in White" scripts.

Albert Kircher Co., Chicago, has been named counsel for the Skoot-Mobile account.

W. E. SPROAT & CO., Chicago agency, has changed its name to Sproat-Hirschmann-Sproat, the partners remaining the same.

KELLY, STUHLMAN & ZAHRNDT, St. Louis agency, has taken additional space for the third time in less than three years.

STACK-GOBLE, Chicago, is placing a portion of the radio business of Lewis-Howe Co., St. Louis (Nature's Remedy). Announcements are being used on four Don Lee stations.

JAMES R. LUNKE & ASSOCIATES, Chicago, placed five-minute programs for Chicago Engineering Works on CKCK, CKY and CFCF.

WXYZ, Detroit

Sidney Mason is a recent addition to announcing staff.

Michael Axford returns to the air today in "The Adventures of the Green Hornet".

Scripts of "Big Moment", Michigan Radio Network show, by Richard E. Osgood, will be used by American Legion on national broadcasts. The Legion asked permission after reading the first script.

WADC, Akron

Allen T. Simmons, owner, is southbound for Miami and Havana.

A. W. and Joyce McGrath have set up a Cleveland office for radio production work.

Johnny Aitkenhead, chief engineer, vacationing in Havana until Feb. 1.

"Trailer Tim", formerly portrayed by Purv Pullen here, is now at WTAM, Cleveland.

RECORDINGS

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Call BRINCKERHOFF PLaza 3-3015



● ● ● **"Little Shots About Big Shots"—Contrary to W. W.'s report in his pillar yesterday, William Maloney is still press agent for Ted Collins, Kate Smith and their enterprises....Ted Collins plans to have J. Edgar Hoover on the air shortly....Cornelius Vanderbilt Jr. was slated to appear on "We the People" last week telling how he reversed the "rags to riches" method of success, but at the last minute walked out of the show because he didn't like the script....He was talked-back into the show to do piece on "war correspondents" but nixed that idea also...."Hammerstein Music Hall" next week will present as guestars two blind pianists playing "Smoke Got In My Eyes"....Saul Chaplin's (he's one of the English-version writers of "Bei Mir B. D. S.") dad is a tailor—who can't get work today. The reason is that people say his son is making a million dollars from the hit song. In reality, Chaplin will receive one cent per copy sold—while Sholem Secunda, the Jewish writer, will receive a cent and a half.**

● ● ● *Yesterday's RADIO DAILY cleared the "Big Stone Crushing Mystery" for you—and also us. It was B. Charles-Dean's showmanship method of creating interest in his new radio idea. The suspense nearly killed a lot of readers!... Reminds us of the time Ed Wolf ran his teasers on "Hilltop House"—which he admitted selling to Pepsodent because of the ad—is our face red?....Hubbell Robinson, production man at Young & Rubicam, has a very interesting piece of fiction in Feb. Esquire....After a three week absence from KYA, Frisco, because of a flu-attack, Richard Moyes Deasy, staff announcer, returned with a Rasputin-like beard. He stood the kidding for a week and then, in desperation, cleared the chin—which by this time had become accustomed to the "fur," so he landed back in bed because he was exposed to the elements.*

● ● ● **Jonie Taps is general manager for Shapiro-Bernstein, music publishers. He's also engaged to Doris Rhodes, new CBS singing sensation. It was through Jonie's efforts that Doris was given a "look-in" at Columbia and a program of her own....The other nite she debuted in the first of the series and used as her theme song "Deep Purple," published by Robbins Music—which will net that firm a bundle due to performances!.... Eddie Garr says that last week he made two appearances for Bromo-Seltzer on the air. His first and last!**

● ● ● *Recently at "Benny the Bum's" in Philly, Edward Roecker, former WIP singer, who is now with Pick and Pat on CBS, had dinner with Murray Arnold, WIP press head....During the floor show, Benny "The Bum" Fogelman, came over to Eddie and asked him if he please wouldn't mind doing a number for the people. Eddie agreed, sang "Old Man River" to the thunderous applause of the patrons and returned to his table—only to meet Benny again. "Eddie," he said, "that was marvelous. It was the best I've ever heard 'Wagon Wheels' sung!"*

● ● ● **Monie Hellinger of Lord & Thomas sent the following wire to Judy Starr the other day while her birthday party was on. The "()" are ours: "Twinkle twinkle little Starr. How we wonder that you are Birthdaying with Ted (Powell) and Bunch. At Shor's (Tavern) disreputable quick lunch. Don't let Winchell know or Vallee Nor D. Zanuck or Truman Talley. But have more fun than (Edgar) Bergen, (Bert) Lahr. And happy birthday, Little Starr"....Bill Donnelly of WICC, Bridgeport, actor of the "Let Freedom Ring" series, forwards the suggestion that sound-effects libraries should include "pauses"....The verbal sparring match between Major Bowes and Cecil B. DeMille on the latter's program last Monday night over CBS was great fun. The Major and the movie-radio producer knew each other 'way back when.**

GUEST-ING

ALICE BRADY, on Chase & Sanborn Hour, Jan. 23 (NBC-Red, 8 p.m.)

LAURITZ MELCHIOR, on Robert L. Ripley show, Jan. 22 (NBC-Red 8 p.m.)

VICENTE COMEZ, guitarist and DUSOLINA GIANNINI, on "Magic Key of RCA," Jan. 23 (NBC-Blue, 2 p.m.)

EDWARD EVERETT HORTON, on Al Jolson show, Jan. 25 (CBS, 8:30 p.m.)

LOU HOLTZ, on Al Pearce program, Jan. 25 (CBS, 9 p.m.)

ADOLPHE MENJOU and VERREE TEASDALE, on Jack Oakie show, Jan. 25 (CBS, 9:30 p.m.)

STOOPNAGLE and BUDD, on Benny Goodman show, Jan. 25 (CBS, 10 p.m.)

ROLAND CRANDALL, cartoon animator, on "Cartoon Club of the Air," Jan. 23 (WNEW, 6:45 p.m.)

JACK CHERTOK, M-G-M shorts producer, interviewed by Sam Taylor, today (WHN, 6:45 p.m.).

BOB MURRAY, on Ray Block's "The Instrumentalists", today (CBS, 11 a.m.).

LINCOLN

Lincoln Theaters Corp. signed Barney Oldfield, Sunday Journal and Star movie columnist, this week for 6 nights weekly via KFOR.

Dorothy Wertz, KFAB singer, suffered a skull fracture in an automobile accident and is in the hospital here. Happened the day she revealed her marriage to Glen Haynes.

WBIG, Greensboro

Manly Holland and Gilbert Hutchison have joined the commercial department.

Edward Andrus, new addition to the announcing staff, is producing "The Word of Life" thrice weekly.

Erlu Neese, former star of Duke Power's program, is visiting New York.

Peggy Gordon, soprano, is being featured as soloist on Duke Power program.

GEORGE GRIFFIN

Lyric Baritone

• THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
• SUNDAY WEAF-NBC RED
9 A. M. EST.

Management NBC Artists Service

PROGRAM REVIEWS

"Alias Jimmy Valentine"

Bert Lytell in "Alias Jimmy Valentine," recently heard in transcribed form over WHN, started on WJZ-NBC-Blue this week as a Tuesday feature at 9:30-10 p.m., sponsored by Larus & Bro. Co. (Edgeworth tobacco and Domino cigarettes), through Blackett-Sample-Hummert agency.

For its type of serial, "Jimmy Valentine" is hard to beat. The story of the ex-convict who tried to reform but couldn't escape hounding by the police already has proved itself on stage, screen and radio as well as in its original fiction version.

Present air production is well produced and has a fine cast. Supporting Lytell are Elizabeth Day in the feminine lead, Alfred Swenson, Jack McBryde, Don Costello and Paul Nugent. Anne and Frank Hummert are producing.

Paul Sullivan

Besides having his own program schedule on WLW, Cincinnati, Paul Sullivan is now coming to New York each week for a series of appearances on the Vitalis show, Monday nights over NBC-Red. It is easy to understand the popularity of this commentator. He has a most ingratiating style, in speech as well as in attitude, a likable southern-gentleman flavor and none of the carping tendencies of so many other commentators.

In his first Vitalis program Sullivan turned raconteur and related some untold incidents about General Robert E. Lee.

Doris Rhodes

Starting a sustaining series on Mondays, 7:15-7:30 p.m. via CBS, Doris Rhodes was billed as "Columbia's new singing star" and the word-slinger repeated the phrase before each of the four songs she did. Backed by Freddie Rich's capable musical assistance, Miss Rhodes sang "I Double Dare You", "Once In A While" and "The Morning After", pausing for time to allow the band to play "I See Your Face Before Me", with another vocal, "Everything You Said Came True", rounding out the period. Her delivery of the first chorus was good, while the second rendition of the same words came as a complete surprise to the listener. It had individuality plus plenty of showmanship.

Mary Ware

Taking the air over WSMB, New Orleans, daily except Saturdays and Sundays for 10 minutes, Mary Ware (Katharine Salmon) presents an interesting shoppers' program for Maison Blanche. The credits are light and the program, when caught, tended to infer the benefit of modern household appliances, etc., through comparison with what future centuries would bring. After touching upon year 3,000 when our descendants might be swimming on the ocean floor in special suits, program returns to the present with an account of the record-breaking descent of a man who had helium and oxygen pumped into his diving suit.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

☆ PROMOTION ☆

WHBF Lively Youngster

"They say that radio is an infant industry . . . so meet the liveliest radio youngster in the middle west," says a new 32-page brochure just released by WHBF, Rock Island. To carry out this theme, the cover and all pages are illustrated by candid photographs of an 11-month old baby performing various antics before a WHBF microphone, intending to show that WHBF is the liveliest radio youngster in the middle west.

Clair Heyer, WHBF national sales and promotion manager, prepared the brochure and took the pictures of his young daughter, Emma Kristine. He felt that babies could illustrate radio station as well as other forms of advertising—and it proved to be a "natural".

On the cover Emma Kristine croons into the microphone then represents the advertiser who does not use radio by sleeping. Then she kicks up her heels on the showmanship page, tears up paper on the action page . . . examines newspapers and census reports, splashes in the bathtub, pounds a typewriter, wrestles with a window card and smokes a cigar (wrapped in cellophane) to illustrate sections on publicity, market data, sports, advertisers, merchandising and personnel. And she apparently reads RADIO DAILY.

While the infant theme is prominent, it is incidental to detailed data presented on every phase of WHBF's activities.

"Down Beat" Club

Outgrowth of the rising popularity of station's "Down Beat" program, KCKN, Kansas City, is organizing a "Down Beat" club. Show, a recent starter, gives dope on songs and song celebrities, featuring an interview on each broadcast. Ruth Royal, originator of the program is also guiding light of the club. Idea is to invite selected members to visit studios when celebs are interviewed. Among the names already interviewed are Little Jack Little, Don Torres, Frank A. Sherman, Will Osborne, Morris Brampson, and Joe Boan.

"Thanks for Sloan's Liniment"

Ben Grauer, in ending his commercial, says: "Members of the studio audience, what would you say?" Some 300 voices answer, "Thanks for Sloan's Liniment."

This, observes Cecil, Warwick & Legler, agency handling the account, "is the first time in radio that an entire studio audience aids in giving a commercial." The new twist has just been added to Warden Lewis E. Lawes' "Behind Prison Bars," airing for the liniment over NBC-Blue.

Goes with the Gas Bill

Leaflets, mailed with the gas bills, direct public attention to Memphis Power & Light Co.'s "Ports of Call" an Atlas show on WREC. Copy asks the customers to "tune in on this instructive program," bringing "beyond-the-horizon adventure to your radio side." Mailing was idea of Charles E. Maughan of the station.

OKLAHOMA

Though FCC has denied application of George H. Evans and Davis C. Vandiver for construction of a station at Chickasha plans may not be dropped entirely. Realignment may be considered and new application made later.

KVOO and KTUL, Tulsa, will both salute northeastern Oklahoma towns and cities beginning January 30. The 30-minute programs will be sponsored by the Good Neighbor Clubs.

Johnny Caldwell, KTOK office boy, now collecting station gossip for inclusion in programs mailed out to interested parties.

George M. Hamaker, formerly assistant continuity director, has been promoted to WKY Continuity Chief, due to severe illness that has forced the retirement of E. C. Sutton.

Harold 'Dutch' Smith handling wrestling program broadcasts for KTOK.

WKY presenting K. D. Turner, state game warden in series of programs called "Sportsmen's Hour."

Neal Barrett, southwestern Hearst manager at Oklahoma City and v.p. of company, named chairman of the sports and recreation committee of Oklahoma City Chamber of Commerce.

YMCA Youth and Sports Program added to KTOK schedule.

Verna Mae Jemison reviewing children's books on WNAD.

WATL Adds to Staff

Atlanta — Allan Park has become affiliated with the WATL announcing staff, while Bill Schell has joined the station's commercial department.

Booking Direct
D'ARTEGA
AND HIS
ORCHESTRA
1441 B'way, New York CH 4-5155

ORCHESTRAS MUSIC

SKEETER PALMER and his orchestra have been renewed for an indefinite period at the Seneca Hotel, Rochester, N. Y., with a WHAM wire. The orchestra is handled by Meyer Davis office.

Kathleen Lane, formerly vocalist with Charles Barnet and Glen Miller orchestras, has joined Isham Jones and his band at the Hotel Lincoln in New York.

Freddy Martin's orchestra, which opens at Royal Palms, Miami Beach, on Jan. 20, has lost Terry Shand, singing pianist, and Bruce Yantis, first violinist, who has organized a band of his own now playing at El Morocco in New York. Martin will be back in Chicago for an Aragon ballroom engagement in the Spring.

Ernie Holst's orchestra, currently heard via CBS from the Book-Cadillac Hotel in Detroit, will have two network wires starting next month. The vocal assignments during Ernie's broadcasts are handled by Holst himself, Norman Moon, and a trio, "The Novelteers."

Carlos Chavez, distinguished Mexican composer, has been commissioned to compose a harp concerto for radio by Samuel R. Rosenbaum, president of radio station WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. The concerto will be especially written for microphone pick-up and scored for a small orchestra within the means of the average radio station.

Frank McFarlane and his Terrace Boys, who adopted their title while entertaining on the terrace of the Hong Kong Hotel, in China, have begun an engagement at La Marquise, Tony Vietro's new supper club at 28 West 56th St. Muriel Welch, piano virtuoso, is a new addition to the show there.

Results COUNT MOST
CKWX
VANCOUVER, B. C.
The Popular Station of Canada's Third Largest City
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Los Angeles

EDDIE DAVIS has been signed for 26 more weeks of scripting on the Jack Haley show. Don Clark of the H. N. Swanson office set the deal.

Tom Breneman and Caryl Coleman are off to San Francisco to stage their CBS Pacific Coast "My Secret Ambition" show in the Gold Ballroom of the Palace Hotel next Sunday.

KMPC boasts 23 new live programs inaugurated since Leo Tyson took the helm at the Beverly Hills station.

Gene and Glenn have been set for a new three-weekly series on KFI in addition to their current five-a-week spot at 9 a.m. over the same station.

Sam Pierce, narrator and whatnot on "Hollywood Hotel," is the parent of 8-pound Samuel C. Pierce III.

Mirandy, versatile hillbilly character woman, finished a year for one sponsor on KFAC last week, but started right in for another one with her six-times-weekly chore at 8:30 a.m. daily except Monday over the same station.

Tom Langan, script writer on the Paul Whiteman-Chesterfield show, has authored a newspaper yarn, "Cops Are Human," which is under consideration at a major studio. Langan was at one time a New York reporter. Two other Whiteman scripters, Al Lewis and Hank Garson, are about to be put under exclusive contract by the maestro.

KIDO, Boise

At the station's monthly staff meeting, plans were laid for listener campaign for new program ideas and criticisms on present sustainers, also improving station's nine-year-old "Jack and Jill Club."

Announcers Roy Civille and John "Mac" MacMahon enjoy completely ad lib quarter hour in their role as the "Lobby Loungers." This program of informal interviews is remoted twice weekly from the Hotel Boise lobby.

Jack Bain's ork, playing an engagement at the Boise Supper Club, beats it out on the air three evenings a week for tuner-inners.

WIBG, Glenside, Pa.

Margaret R. Collins, program director, will appear on today's Piano Symphonic program.

Wonder Valley Boys will be guests Saturday on the Hatboro Program.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

A. H. FLATEN

IF you called Agdur H. Flaten, commercial manager of KDAL, Duluth, by his first name, it would sound so strange to him that he probably wouldn't answer. But when you hail him as "Flatty,"—the "a" pronounced as in "arm"—he responds with the friendly smile his friends know so well. "Flatty" has been in radio about 10 years, starting as a salesman at KFJM, in Grand Forks, N. D. After being graduated from the University of North Dakota, he worked for the Kroger Grocery & Baking Co. in Cincinnati and later received sales training with the Studebaker Corp. He even was a Fuller Brush man when in college.



Was a Fuller Brush man while at college.....

"Flatty" made such a good record at KFJM that he was sales manager when he left to assume the duties of commercial manager at KDAL. It is largely due to his efforts that KDAL has taken such great forward strides since it went on the air Nov. 22, 1936—affiliating with CBS on Sept. 5, 1937.

On the personal side, "Flatty" is over the 6-foot mark and sports a crop of wavy, red hair. He is married. Is usually working so hard that he says the only hobby he has time for is "more work—signing new business for KDAL." A frequent companion of "Flatty's" on his calls in Duluth and on many of his out-of-the-city trips is his pet Boston Bull, "Rex."

WESG, Elmira, N. Y.

Harry Springer, veteran band leader, theater and dance orchestra conductor, has been added to the staff as musical director.

Manager Dale Taylor is a member of the local committee in charge of the President's Birthday Ball.

A new swing program has been inaugurated which after two presentations is pulling mail in keeping with longer established programs. "Swinging the Blues Away," Friday, 2:30 p.m., handled by Woody Ott, announcer, features a different local dance band each week plus better nationally known swing bands in transcribed form.

B.B.D. & O. representatives recently used WESG facilities to audition a network show for a prospective client in this territory.

Announcer Kenneth Powell experienced thrills aplenty enroute to his home in Pennsylvania last weekend. He drove through a blizzard for most of the 250 miles—each way.

WTMJ, Milwaukee

Anson Weeks, whose band is playing Milwaukee's Hotel Schroeder with WTMJ wire, used the station's facilities to make some recordings for Decca.

Mary Agnes Donahue, soprano, made her bow on "New Voices of 1938." She was formerly heard on WCFL, Chicago.

While Russ Winnie's voice is temporarily silent, due to a jaw infection, Bob Heiss is handling the commentator's daily Wadhams Oil "Sport Flash."

Jack Martin is improvising the accompaniments for the "Singing Jingaleer" on Hormel's tri-weekly "Spam" shows.

KDYL, Salt Lake City

Al Priddy, announcer, drawing his own blueprints for home.

By Woodbury, musical director, spending eight hours a day rehearsing, working with script writers, planning several series of live-talent shows.

Myron Fox, special events man, back from Palm Springs.

Ted Kimball, program director, recently interviewed Luther King, Negro tenor, and presented Salt Lake's newspaper music critics and several music sponsors on same program.

Frank Austin has been appointed news editor, with Jack Gregson as assistant editor. News department rewrites, editing, supervision will be handled through regular production department.

Big-time variety show, "Hello, Ladies," woman's program featuring By Woodbury and his orchestra, made debut Monday as a six-weekly and is going over fine. Shirley Davis, Don Parker, and others are in the cast.

George Snell, production manager, has revised the station's sustaining program schedule completely, dumping all old ideas and instituting a new schedule of sustaining features throughout station's time on air, 6-1 a.m. seven days a week.

WCAE, Pittsburgh

Singer Nancy Martin is now making all the special arrangements for her commercial and sustaining programs.

Elder W. Marshall, who lost his bid for re-election to the Common Pleas Bench, was a speaker on the station's "Law for the Laymen" series.

Joe Sartory, former sports announcer and now member of the sales staff, returns to the air Sunday for a guest appearance on Elsie Litchenstul's "News Digest."

Chicago

NILES TRAMMELL, NBC vice-president, touring Pennsylvania on business. Around Feb. 1 he and Mrs. Trammell will leave for a vacation in the Bahamas.

H. Leslie Atlass, vice-president of CBS, and assistant Jack Van Volkenburg back from visit to KMOX, St. Louis.

Hazel Flanagan, wife of Pat Flanagan, WBBM sportscaster, seriously ill with influenza.

Ascap is reprinting in the February issue of its Journal article by Larry Wolters, radio editor of the Chicago Tribune, on "Music to Radio Drama Is Like a Frame to Picture."

It's a girl at Seymour Zeldman's, who is better known to radio stars from coast to coast as Maurice Seymour.

Hoosier Hot Shots planning to make a trip to London to do several theater dates in early spring.

Ziff-Davis Publishing Co. has purchased Radio News and Amazing Stories from Teck Publishing Company. Both of them will have their tempo stepped up. Radio News to be published in Chicago.

Dan Harding's Wife, NBC serial for National Biscuit Co., will mark its 500th installment next Friday. Isabel Randolph, Loretta Poynton and Merril Fugit play the leading parts.

KFOX, Long Beach, Cal.

Vayne Hart, announcer and sound man, has completed his revision of station's recorded sound effect library. A new filing system, designed by Hart, puts any desired record within easy reach.

Foster Rucker (Friendly Philosopher) is vice-president of the alumni association of Long Beach Polytechnic High School.

Deane Chamness is first lady of the KFOX office staff. She has been associated with station owner Hal Nichols for more than 25 years, starting with him in Denver when he was a leader in orchestra circles before the days of radio.

Harry McNaughton to Wed

New Orleans—Marion Turpie, golfer, said here that she would shortly marry Harry McNaughton, the "Bottle" of Phil Baker's program.



JOSEF CHERNIAVSKY

"The Musical Cameraman"

Now Guest Conductor at

SHEA'S BUFFALO THEATRE

Featuring his Pet Presentation Ideas

☆ F. C. C. ACTIVITIES ☆

EXAMINER'S RECOMMENDATIONS

Gerald A. Travis, La Porte, Ind. CP for new station. 1420 kc., 250 watts, daytime, be granted.

Fred M. Weil, Grand Coulee, Wash. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited, be denied.

WCAU, Newton Square, Pa. Mod. of CP to add additional freqencies for use by W3XAU be denied. Grant request to amend applications and specify other frequencies.

HEARINGS SCHEDULED

Jan. 31: KVOD, Denver. CP to increase power and change frequency and hours of operation to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation and increase power to 1 KW., unlimited. 920 kc.

Scripps-Howard Radio, Inc., Denver. CP for new station. 630 kc., 1 KW., 5 KW. LS., unlimited

WFIL, Philadelphia CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

State Broadcasting Corp, Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

March 9: Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station. 1390 kc., 1 KW, unlimited.

March 15: WNEW, New York. Mod. of license to increase power to 1 KW., 5 KW. LS. 1250 kc., share time.

WGNY, Newburgh, N. Y. CP to change frequency and hours of operation and increase power to 1220 kc., 250 watts, daytime.

PHILADELPHIA

Stoney McLinn, WIP's director of sports broadcasts, will be honored by a testimonial dinner on his 30th anniversary as sports writer and radio commentator.

Dr. Leon Levy, president of WCAU, leaves for a five week vacation at Palm Beach.

WPEN's newly inaugurated artist bureau under direction of Manning Hall is doing a land office business.

A new program on WFIL is "Stamp Club," under direction of George Henhoffer.

Kay Allen, heard over KYW, is rehearsing with Roger Kortland and his orchestra.

"Looking Over Books" with Warren Schutte returns to KYW.

Pat Purcell, for three years featured vocalist on WIP musical shows, has joined the Benny Davis vaude unit.

Angelo Palange has taken on the "Cheer Up" program over WPEN.

WFIL commentator Charles Benford is inaugurating a series titled "Know Your City."

Lou Hamilton, WIP hillbilly, has completed a movie short called "Phoney Boy." Lou and his "Bees" are now on a vaude tour.

Louis Lewis is now being heard over WPEN in his psychological broadcasts.

Nancy Hild of WFIL is attempting to learn all about radio. She is now in two dramatic productions and is also trying to master the art of script writing.

The Happy Clarks, KYW singers, will be absent from the air for two weeks, while touring the Eastern states.

Leo Zollo, new to the swing fans this year, will be heard over WIP with his band.

Dave Walls, WIP singer, is the father of twins.

☆ Coast-to-Coast ☆

THE Scarab Ball, annual bizarre fling of Detroit's artists' colony at Hotel Book-Cadillac will be broadcast by WJR at midnight Friday. Duncan Moore, WJR's special events man, and Charles Penman, veteran announcer, will be aided by Jane Schermerhorn, Detroit Times society editor, in giving a radio picture of the colorful scene.

The fifth consecutive Winter season of Music and American Youth programs, presented under the auspices of the Music Educator's National Conference from different schools around the country will be inaugurated at 11:30 a.m. Saturday over the NBC-Red Network.

Neil Collins is now publicity director of WCLE and WHK, Cleveland.

The elaborate broadcast, "Streets of New York," originally scheduled on WNYC this Friday, is postponed to allow for the assemblage of special sound effect equipment and recordings.

"Curtain Please" is the title of a new series of Cleveland produced programs, featuring artists and music of the legitimate stage and pit, presented by WHK each Tuesday evening at 7:30 p.m. Music on the program will feature the U.B.C. Concert Orchestra under direction of Louis Rich. WHK invited Carl Hanna, owner of Hanna Theater, and William T. Blair, manager of the house, to speak on "The Theater Today." Nicky Burnett will produce.

Tony Wons' Scrapbook, sponsored over a CBS network thrice weekly by Vicks Chemical Company, is now being heard in Hawaii via recordings. KGMB, Honolulu, and KHBC, Hilo, are being used. Arrangements also are being made to broadcast the recordings in Australia. Morse International is the agency.

Slim and Slam, colored harmony team, who are heard daily on the Courtney Joymakers program over WNEW, will make personal appearances at the Apollo Theater, 125th Street, for a week beginning tomorrow. Duke Ellington is also appearing on the same bill. Slim and Slam have been appearing at Onyx Club the past week.

Association of Pacific Fisheries Inc. (Canned Salmon Industry), which starts on WHN Jan. 31 for 18 weeks, marks the fourth participating sponsor to be placed on Mrs. Ida Bailey Allen's program by the J. Walter Thompson agency. Others include Danya, Washington State Apples and Scottowels.

Joe Rockhold's "The Editor Speaks," in which Rockhold reads the outstanding editorials from newspapers in the Toledo area, have been resumed on WSPD.

Al Barrie will satirize "The Merchant of Venice" on his "Melly-dramers" program over WNEW at 1:30 p.m. Saturday.

WHOM, Jersey City, gave its Polish listeners a treat Tuesday night when it presented the holiday festival program direct from the deck of the Battory upon landing at the Hoboken pier. Eugene Brominski and Ray Marshall were at the mike for the sponsored broadcast.

Ed Smalle, who made several musical movie shorts with his vocal septet last year for various film companies, has started work on his first one this year.

Lawson Zerbe
PL 3-2600

NEW BUSINESS
Signed by Stations

KDYL, Salt Lake City: American Packing & Provision Co., "Martha Lane's Radio Kitchen," ETs, through L. S. Gillham Agency.

WHN, New York: Coca-Cola, renewal. "Singin' Sam" ETs, through D'Arcy Advertising Co.

WHO, Des Moines: Winston & Newell Co. (IGA), "Cook's Corner With Mary," through Hutchinson Advertising Co.; Father Coughlin; Zanol Products Co., musical clock, through Presba, Fellers & Presba; Procter & Gamble Co. (Lava), "Houseboat Hannah," renewal, through Blackett - Sample - Hummert; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Holland Furnace Co., through Ruthrauff & Ryan; Fellows Medical Manufacturing Co., announcements, through Nelson Gilliam Co.; Gamble Stores, announcements, through BBD&O; Paxton & Gallagher (Butternut Coffee), announcements, through Buchanan-Thomas Advertising Co.

KMOX, St. Louis; Olson Rug Co., news; Mantho-Kresmo Co., announcements.

WNEW, New York: R. B. Davis Co. (baking powder), Make-Believe Ballroom," through Chas. W. Hoyt Co.; Bernard Perfumes, "Make Believe Ballroom," through Sel Johnson Co.

Free Tickets for Sports Fans

Frank Chase and George Ludlam, on their "Sports Question Box" program over WEAF at 6:35 p.m. Saturday, will offer two free tickets to any sporting event for the most interesting question of the week. Transportation and other expenses also will be paid.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING
and
DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily
Except Sundays. Close Saturdays
at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

Uncle Nick Talent Hunt With Major Bowes Tie-Up

Detroit—Uncle Nick Nichols, who conducts the new "Sally's Amateur Hour" over WJBK, Tuesday and Friday nights from the stages of different neighborhood theaters, is uncovering a number of talented kids. Winners are selected by audience applause as recorded on an applause-machine. Two winners each week are sent to New York, with expenses paid by the sponsor, for a tryout with Major Bowes.

BOSTON

Harry E. Rogers, organist formerly with Yankee Network, has been signed as staff organist at WHDH. Harry's son, Harry, Jr., is in town with Art Shaw's orchestra, playing a date at Raymoor Ballroom.

WORL has started a new program, "The M-1 Reporter," a tieup with the Boston Police Department, in the interests of safe driving. The M-1 Police Cruising Car is equipped with mike, and motorists are stopped and interviewed.

WFTC, Kinston, N. C.

Smiling Jimmy Barber, program director, is throwing out his chest. Besides selling a song he wrote to a transcription firm, he's a prospective papa.

Bob Wasdon, formerly of production department, has joined the advertising department to assist Charles Morgan, chief.

The Woman's Hour conducted by Doris Blaylock is to be resumed thrice-weekly.

Frank Harden of production department is back on the job after being laid up four days by flu.

Announcer Ernie Scott another flu victim.

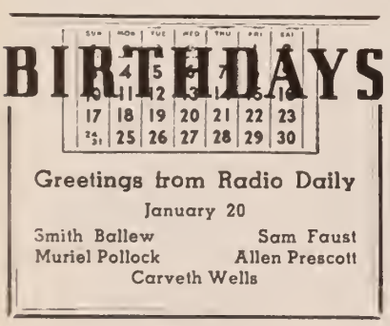
Chief Engineer Harry Layman has extra duties while Jackie Segal and Bob Wasdon are in New York for a few days.

WTAG, Worcester

Elton W. Morde, formerly with Westinghouse and WHN, New York, and E. W. Frost, who has been with WFEA, Manchester, N. H., have joined technical staff.

Paul Anderson, at the WTAG transmitter for eight years, is now with the WJZ transmitter at Boundbrook, N. J.

Hope Norman, formerly with WGNY, is preparing and presenting "The Schools of the 19th Century" on behalf of Salter Secretarial School.



Greetings from Radio Daily

January 20

Smith Ballew — Sam Faust
Muriel Pollock — Allen Prescott
Carveth Wells

☆ Programs That Have Made History ☆

KGFF's "Chicken Chatter"

CHIRPING baby chicks is the "theme song" for "Chicken Chatter," a program which began its seventh season of broadcasting over KGFF, Shawnee, Okla., on Jan. 1. "Chicken Chatter" is conducted by the program's sponsor, G. C. Parkin, owner of the Parkin Hatchery, who is known to the radio audience as Abner Pinfeather.

During the past seven years the Parkin Hatchery business has increased steadily and in 1937 production crossed the half-million mark. KGFF is the only medium of daily advertising used, except for small trade paper insertions.

The program of "Chicken Chatter", given at 12:15-12:30 p.m., consists of the opening — chirping chicks — talk of new hatchings, feed, eggs, etc., by Abner Pinfeather, hillbilly songs by "Chicken Jack" (John Boggs) and closing—chirping chicks.

Last year a guessing contest on the number of chicks to be hatched from a specified incubator brought 6,500 letters and cards to the sponsor.

Two KDKA Programs Going on NBC-Blue

Pittsburgh—Two KDKA programs, "Under Western Skies" and "Dot and Pat" (Dorothy Bushey and Pat Haley), have been set for NBC-Blue network following a New York conference by A. E. Nelson, KDKA manager. "Dot and Pat," heard at 1:45 p.m. Tuesday, will get a regular weekly spot next week. "Under Western Skies" starts on the net Jan. 26 at midnight. Other shows, featuring the work of Maurice Spitalny, musical director, will be added later.

Elinor Sherry Gets Spot

Elinor Sherry gets the featured vocalist spot with the Ernie Fiorito orchestra Friday night over WOR-Mutual in addition to her regular Saturday afternoon broadcasts.

"How To Make Friends In Radio And Influence Radio Executives"

"A TEST WILL TELL"

ADVERTISE REGULARLY IN

RADIO DAILY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 15 NEW YORK, N. Y., FRIDAY, JANUARY 21, 1938 FIVE CENTS

Zenith in New Campaign

NEW ORLEANS AFM STRIKE IS BLOCKED BY JOE WEBER

New Orleans—Strike order issued here against two NBC affiliates, WDSU and WSMB, will not go into effect tonight as decreed by the local AFM union due to communication from AFM President Joseph N. Weber, who requested that no action be taken until another effort at a settlement had been made. Weber is at present attending the AFM executive board meeting in Miami. The local outlets refused to sign contracts calling for a closed shop.

(Continued on Page 3)

Weed Sees Television First a Luxury Market

For a period of time after its commercial introduction, television will be a luxury market for advertisers, according to Joseph J. Weed, head of Weed & Co., station representatives. "Novelty", he says, "rather than coverage will be the attraction to the pioneer video program sponsors who, of course, will look for attendant publicity to warrant their expenditures on a medium with a limited number of look-and-listeners. When the opening gun of the new art is

(Continued on Page 6)

Drackett Co. Renews "Hello Peggy" Program

Drackett Co. (Drano and Windex), through Ralph H. Jones Co. agency, has renewed "Hello Peggy", script show on NBC-Red network Wednesdays and Fridays at 11:45 a.m., for another 13 weeks. Not yet affected by the renewal are stations in seven additional areas serviced by transcriptions.

WORC-AGRAP Settle

Worcester—Charges of discrimination filed with National Labor Relations Board against WORC several months ago by two discharged employes and the WORC Chapter of AGRAP have been withdrawn following an agreement between station and employes. Agreement included reemployment of Albert J. Handlin Jr., and Herman Gruzin.

Weekly Staff Meets

Philadelphia—To promote closer cooperation between department heads, President Benedict Gimbel Jr. of WIP has called weekly luncheon meetings to be held every Monday. Among those who will meet with Gimbel and discuss station problems will be Sales Director Edward A. Davis, Program Director James Allan, Assistant Program Director Marx Loeb, Technical Supervisor Clifford Harris and Publicity Director Murray Arnold.

TRANSFER SANS HEARING DENIED CAPPER BY FCC

Washington Bureau, RADIO DAILY

Washington—FCC has denied petition of Capper Publications Inc., asking consent, without hearing, to transfer control of the KCKN broadcasting Co., licensee of KCKN, Kansas City, Kan., from Arthur Capper to petitioner and for waiver of Rule 103.18, which requires the filing of detailed information relative to a

(Continued on Page 3)

Gen'l Elec. to Shortwave In Japanese and Chinese

Schenectady—When General Electric's new Pacific Coast short wave station is placed in operation late this year, many of the programs aired from that point will be announced in Japanese and Chinese, according

(Continued on Page 3)

An Additional Advertising Budget of $500,000 is Contemplated for a New Product

Chicago—An additional advertising appropriation of $500,000 by Zenith Radio Corp. for a campaign on a new product is indicated in an announcement from the offices of Commander E. F. McDonald, president. Radio will receive a part of the budget, with newspapers and national magazines getting their share.

Nature of the new product is not revealed at present, but is described as a "unique device that involves some of the principles of radio, but which is not for entertainment."

(Continued on Page 3)

REVISED BASEBALL TERMS FOR CHICAGO STATIONS

Chicago—Five stations, WBBM, WGN, WCFL, WJJD, WIND, have concluded contract with William Harridge, president of American League, and officials of White Sox outlining provisions under which they may broadcast baseball this summer. Contracts previously submitted to broadcasters had several features which they sought to have eliminated. New contracts, termed "entirely satisfactory," are similar to those recently signed with Chicago Cubs. Since five stations are paying $90,000 to two Chicago clubs, they objected to free plugs for next day's games which White Sox asked. This feature was eliminated. Courtesy credits to be given at beginning and end of game.

League officials inserted clause

(Continued on Page 3)

Bernie Show to Stage Weekly Invited Preview

Ben Bernie will have a preview performance for invited guests every Monday night, 9-9:30, of his U. S. Rubber show. Bernie gave a preview for the first show. Program will be staged from whatever CBS Playhouse is vacant.

GILMAN BREAKS GROUND FOR NBC COAST STUDIOS

West Coast Bureau, RADIO DAILY

Los Angeles—Don E. Gilman, NBC vice-president in charge of west coast activities, yesterday broke ground for the new Hollywood studios. Construction of the modern classical building will cost $2,000,000 and will be known as the NBC Radio

(Continued on Page 2)

J. Curtis Willson Joins Hearst Chicago Office

J. Curtis Willson, formerly eastern division sales manager of the old Hearst Radio sales set-up, yesterday joined the Chicago office of the newly organized International Radio Sales. Willson will serve under Naylor Rogers, manager of the office.

Network AFRA Committees Surveying Actor Situation

Committees for NBC and CBS appointed to confer with American Federation of Radio Artistes officials are sounding out and making a survey of the actor situation among the respective web controlled stations preparatory to entering active negotiations. To date the conferences between AFRA and various committees have been more or less in the friendly conference stage, but according to AFRA officials, the business angle will be on tap beginning today. Radio committee appointed by the American Association of Advertising Agencies will talk with AFRA again next week.

AFRA officials point out that negotiations that are under way with the networks, et al, are national in scope and not local propositions. For this reason the networks are gathering data from out-of-town stations

(Continued on Page 3)

Exception Granted

Columbia, Mo.—Inmates of state reformatory for young men in Jefferson City pined for photo of KFRU's "Sweethearts of the Ozarks", whose picture is sent to listeners forwarding sheets from Sendol boxes. But reformatory officials wouldn't let the boys go to the drug store to buy the Sendol. So an exception was made and photo sent.

RADIO DAILY

Vol. 3, No. 15 Fri., Jan. 21, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Jan. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	146 3/4	145 1/2	146 1/4	+ 3/8
CBS A	21 5/8	21 1/4	21 1/2	— 1/8
CBS B	21	21	21	....
Crosley Radio	10	10	10	+ 1/4
Gen. Electric	43 3/4	43 1/8	43 5/8	+ 1/8
RCA Common	6 7/8	6 5/8	6 3/4	+ 1/8
RCA First Pfd	49 1/2	49	49 1/2	+ 1/8
Stewart Warner	11	10 1/2	11	+ 3/4
Westinghouse	106 1/2	104 1/4	106	+ 2
Zenith Radio	16	15 5/8	16	+ 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/4	7 1/4

KDYL Adds Equipment

Salt Lake City—John M. Baldwin, KDYL chief engineer, has just completed installation of duplicate control room, with auxiliary 78 and 33 1/3 r.p.m. turntables. Other innovations include intricate system of studio control lights and relays, another Western Electric 23A Speech Input System, and high-fidelity audition equipment. Complete call system throughout station's departmental offices, centralized in g.m.'s headquarters, has also been completed under Mr. Baldwin's direction.

Colored Amateurs on WIL

St. Louis—Claude Collins, one of the outstanding local entertainers, will emcee and produce the first all-colored amateur air show ever broadcast in this area. The "Simon Pure" opus is to be aired from the stage of one of the local colored theaters and will be sponsored by Goldberg Furniture Co.—its first venture in radio.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

4 Foreign Languages In New WABY Series

Albany—WABY is airing a Monday evening series of foreign language programs, with Polish, German, Italian and Jewish features scheduled. Talks in each language are followed by music appealing to the respective groups.

Broadcasts from Normandie

WOR - Mutual is arranging two broadcasts to originate from the Normandie while on its cruise to South America. The first will be the day after it leaves on Feb. 6, and the second will be another short wave under the direction of WOR engineers from the harbor of Rio de Janeiro on Feb. 16. The occasion will be tied up with a dinner in honor of the President of Brazil. Jack Arthur, WOR-Mutual emcee, will be on hand, as well as two engineers. Night before the Normandie sails, Dave Driscoll will interview the purchasing agent and visit the ship's stores.

Warnow Orchestra Increased

Mark Warnow's orchestra on the Heinz "Magazine of the Air" program aired Sundays at 5 p.m. over CBS has been increased to 28 musicians, against 15 formerly. Lyn Murray's chorus of 12 men and eight girls also appears with the aggregation. Channing Pollock is the program's commentator. Maxon Inc. is the agency.

Alfred W. Hanson Dead

London — Alfred Walter Hanson, BBC producer, was found dead in his home Tuesday night.

Liberty Stories on WHN

Dramatized short stories from Liberty will be presented over WHN starting Monday at 6:15-6:30 p.m. Program also will be heard Wednesdays and Fridays.

"American Portraits" on NBC

A new series titled "American Portraits", dealing with noted Americans, will be presented over NBC-Red network Saturdays at 9:30-10 p.m. starting Feb. 5. Material will be prepared by Raymond D. Scudder of NBC continuity staff from "Dictionary of American Biography".

F.D.R. Ball Program on Mutual

Mutual tonight will devote the 8-8:30 p.m. spot to the President's Birthday Ball. Helen Hayes, Joan Bennett, Mischa Auer, Ella Logan and Milton Douglas will be on the show. Program will originate from WGN, Chicago.

Stump Them and Win

The "Stump Me Boys" program, featuring Elmer Krebs, musical director, and Woods Dreyfus, singing announcer, has started a new series over WISN. Team invites listeners to send in song titles in an attempt to stump them. Those who succeed in doing so, receive merchandise prizes from the sponsor, Kellogg Seed Co.

Gilman Breaks Ground For NBC Coast Studios

(Continued from Page 1)

Center. Plot is at the corner of Vine St. and Sunset Blvd., at one time occupied by the old Famous Players-Lasky studios. Several radio stars participated in the ceremonies.

Miro Joins Sisson Staff

Henri Miro, arranger and conductor who has appeared throughout Europe and South America with leading operatic and symphonic organizations, has joined the staff of "Canada 1938" as supervisor of the arranging department. Miro heads a staff of four veteran musical arrangers and is himself directly responsible for the choral specialties featured by choir, octette and trio on this Friday evening program, of which Ken Sisson is musical director.

Baking Firm on WJAS

Pittsburgh—Baur Bros. Baking Co., a subsidiary of Ward Baking, will start a new spot announcement campaign Jan. 24 on WJAS. Firm will use 22 one-minute transcriptions weekly. Gene Furgason & Co. are the station's rep.

Technicians Prefer Charges

Chicago — Associated Broadcast Technicians, composed of engineers of CBS owned and operated stations, has preferred charges against WFBM, Indianapolis, and Don Searle, business manager of Central States Broadcasting System operating KOIL, KFAB and KFOR, before the National Labor Relations Board charging intimidation of employes. Announcement was made by J. F. Novy, secretary, who is associated with WBBM-CBS. Fred Lange, WEEI, Boston, is president of ABT.

Stuart Doyle Laid Up

Stuart F. Doyle, chairman of board of Commonwealth Broadcasting Network, is confined to his suite at the Waldorf-Astoria by pneumonia. Doyle, here on business, was scheduled to leave for the coast Saturday on the first leg of his trip back to Australia.

3 New UP Vice-Presidents

Three United Press executives, Clem J. Randau, general business manager, Edwin Moss Williams, sales manager, and Earl J. Johnson, head of the news department, have been elected vice-presidents by the board of directors.

Ripley's New P. A.

William Dunn, ex-American Airlines, is now handling publicity for Robert Ripley. Dunn is handling radio along with the other Ripley enterprises.

The PERFECT MARKET'S LOUDSPEAKER
WOKO
ALBANY, N.Y.
Newly Equipped for Super Power

COMING and GOING

HARRY C. WILDER, president of WSYR, WNBX and WJTN, is in New York.

E. ELLSWORTH BISHOP, general manager of WGH, Newport News, is in town.

KEITH KIGGENS of NBC station relations department leaves New York today on a periodic tour of southwest stations.

NEIL SKINNER, associate of Jean Paul King, left for Hollywood yesterday to line up movie stars for the Provincetown Playhouse this summer.

TAYLOR BUCKLEY, radio and concert baritone, has returned from Miami where he gave a concert at the Miami-Biltmore.

KEN SISSON arrived last night from Canada by plane.

HERBERT V. AKERBERG, CBS vice-president in charge of station relations, is in Miami for a short vacation.

JOHN PATT, vice-president and general manager of WGAR, Cleveland, is a New York visitor.

SAM COOK, WFBL, Syracuse, executive, arrived in town last night for a few days. He is en route to Florida.

LUTHER HILL, manager of KRNT, Des Moines, is another radio executive doing the town.

HARRY BUTCHER, CBS Washington vice-president and Paul Porter are in New York for a few days.

Preview for Latin Officials

Atlas Radio Corp. is arranging a special preview of its "Ports of Call" to be played before representatives of Latin - American republics. The meeting, in line with the observance of Pan-American Day on April 14, will be held in Washington under the sponsorship of the producers and distributors of this feature.

Basic idea of the program series is to build goodwill for the foreign countries which are the subjects of each broadcast.

Plug Selective Broadcasting

World Broadcasting System has issued a handy booklet on "Selective Broadcasting", by Norton Cotterill, vice-president of WBS, condensed from a recent advertising trade magazine article. The discussion deals with the new possibilities open to stations' advertisers, agencies and as a result of high-quality electrical transcriptions.

...Did you know that a rigid audition is necessary to qualify for admittance to The School of Radio Technique?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

NEW ZENITH CAMPAIGN WITH $500,000 OUTLAY

(Continued from Page 1)

Distribution will be handled by Zenith's regular merchandising setup of some 80 wholesale distributors and 20,000 retail Zenith dealers, but the nature of the product may make it advisable to consider extending retail sale to other classes of outlets, according to Zenith officials.

Manufacture of the product will result in considerable extra employment at the Zenith plant.

Revised Baseball Terms For Chicago Stations

(Continued from Page 1)

providing microphones may be used only in booths and dugouts. Setting up anywhere on premises is forbidden. Last year's rule providing for only eight commercial credits, one between each inning, with total copy restricted to 1,000 words per game has been abolished. Under amended rule no commercial copy may interfere with prompt report of play-by-play and League shall have right to blue pencil excessive copy.

WGN again has signed with P. Lorillard for Old Gold and WCFL again is lined up with Texaco for fourth year, Bob Elson and Hal Totten being respective announcers. WBBM set with General Mills and Socony-Vacuum alternating, WJJD has Kellogg and WIND still is negotiating.

CBS Signs Edith Dick

Edith Dick has been signed by the Columbia Artists Inc.

☆ F. C. C. ☆ ACTIVITIES

SET FOR HEARING

General Electric Co. CP for four new television stations and frequencies.

Cuyahoga Valley Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

Chester Howard and Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

George Blumenstock, Biloxi, Miss. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Panama City Broadcasting Co., Panama City, Fla. CP for new station. 1500 kc., 250 watts, daytime.

HEARINGS SCHEDULED

Mar. 8: KMAC, San Antonio. Vol. assignment of license to Walmac Company. 1370 kc., 100 watts, 250 watts LS., share time.

WGAN, Portland, Me. Authority to transfer control of Corp. to Wm. N. Campbell and Lloyd C. Greene. 640 kc., 500 watts, limited

Mar. 9: Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

NEW PROGRAMS—IDEAS

For a Quart of Ice Cream

"Answer Me This" was having trouble testing its audience response. So Bernie Barth, man-on-the-street, for the KOBH program, tried a new one. He selected two names in the telephone directory and asked those chosen to call the sponsor within five minutes and get a quart of ice cream. They showed up. Moreover, they reported that they had been deluged with calls from other listeners, calling their attention to the offer.

Concerning the Lobster

Of course, this might concern the lobster. On the other hand, it might not. The idea, anyway, is a lecture, delivered by "Professor" Hugh Tellem, in a new feature over WPAY, Portsmouth, O. One suspects that the lecture is not too serious, and studded with more laughs than learning. But it's going along at a nice clip, anyway, with a "class" of students enlivening the procedure. The professor and his pupils are all members of the station staff.

"Room Recipes"

ZCMI, Salt Lake City department store, sponsors this one over Station KDYL. It brings Marie Fontaine, home-decorating advisor, to the microphone in three five-minute spots weekly with pertinent hints on rehabilitating various rooms of the home. Store reports excellent returns in goodwill and sales volume.

New Orleans AFM Strike Is Blocked by Joe Weber

(Continued from Page 1)

Understood that NBC was sending a man to aid in the negotiations.

William S. Hedges, vice-president in charge of station relations for NBC, said yesterday that NBC affiliates were masters of their own destinies in regard to making deals with locals of the AFM, but web was willing to assist wherever possible. Keith Kiggens of NBC station relations will make a stop in New Orleans and lend his good offices toward arriving at an amicable adjustment of the situation there. Kiggens is not making a special trip for the occasion but happens to be leaving today on a periodic tour of the NBC stations in the southwest.

Major Bowes Maintains Rule Against Tie-ups

Though numerous radio stations, newspapers, Chambers of Commerce and other organizations have sought to make arrangements whereby they could send amateur talent to New York for try-out on the Major Bowes program, the Major declared yesterday that his rule against such tie-ups continues in effect. Statement was intended to clarify a story regarding a station holding a talent contest with winners getting trips to New York for a Major Bowes try-out. In all-around fairness, the Major pointed out, selections for his broadcasts are made solely from the applications of the amateurs themselves.

WOKO-WABY, Albany

Harold E. Smith, g.m., has left for Coral Gables, Fla., to complete his recuperation. Expected back in March.

Eleanor Chatham, newspaper woman, is being heard thrice weekly on WOKO.

Sherb Herrick, WOKO announcer, was held up by a bandit the other night.

Transfer Without Hearing Is Denied Capper by FCC

(Continued from Page 1)

transfer of control of a licensed corporation. Also denied petition asking consent, without hearing, to transfer control of Topeka Broadcasting Association Inc., licensee of WIBW, Topeka, from Arthur Capper to petitioner and for waiver of Rule 103.18.

NETWORK COMMITTEES SURVEY ACTOR STATUS

(Continued from Page 1)

in order to get first-hand information of the artist situation throughout the country.

Queried on the widespread rumor that the IATSE planned to seek jurisdiction over the Screen Actor's Guild from the AFL and the reported plan of the Guild plus its affiliated units such as AFRA and Equity to jump to CIO should it take place, the AFRA spokesman stated no credence should be placed in the rumor from any angle.

Gen'l Elec. to Shortwave In Japanese and Chinese

(Continued from Page 1)

to Boyd W. Bullock, assistant manager of broadcasting for G. E.

Commenting on propaganda, as shortwaved on a big scale by foreign nations, Bullock said that shortwave programs in this country not only are void of propaganda, but U. S. citizens are too honest, hardworking and relatively plain-minded to be propagandists even if they tried. "Effective propaganda from a real democracy is as impossible as it is undesirable," he declared.



WOMEN In the NEWS

Ready For Sponsorship With Established Audience

WXYZ - MICHIGAN RADIO NETWORK

Unusually popular. Several months sustaining. Pleases women of all classes.

Conducted by Nancy Osgood whose radio and stage experience provides ample knowledge of what women like.

Quarter Hour Periods feature style trends, bits of Hollywood News, and highlights of prominent women in society, sports and educational activity.

"WOMEN IN THE NEWS" WITH ITS BUILT-UP AUDIENCE IS A "PLUS" BUY FOR THE RIGHT SPONSOR

KING-TRENDLE BROADCASTING CORP

MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., *Representative*

GUEST-ING

MIRIAM HOPKINS, on Kate Smith show, Jan. 27 (CBS, 8 p.m.).

HANNAH KLEIN and PAULA GILBERT, pianists, on Sealtest program, Jan. 30 (NBC-Red, 10 p.m.).

EZIO PINZA and JOSE ITURBI, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 2 p.m.).

JAN PEERCE, on "Radio City Music Hall on the Air," Mischa Violin conducting, Jan. 30 (NBC-Blue, 12:45 p.m.).

PAT O'BRIEN and HUGH DANIELS, RKO fashion advisor, on "Seein' Stars" program, Jan. 23 (NBC-Blue, 7:30 p.m.).

MRS. ALOIS HAVRILLA, on Glenna Strickland's "Kitchen Kapers," Jan. 26 (WNEW, 11 a.m.).

BERNIE FLIEGEL, City College basketball captain, on Jocko Maxwell's sports program, tomorrow (WLTH, 6 p.m.).

PAUL LUKAS, interviewed by Adam Miller on "Theater Guide," tomorrow (WINS, 11:15 a.m.).

JACK BREGMAN, song publisher, on Gene Ford's "New York Town," tonight (WHN, 9 p.m.).

ELIZABETH RETHBERG, on Ford Sunday Evening Hour, Jan. 30 (CBS, 9 p.m.).

F.T.C. CASES .. ..

Following are among stipulations to cease and desist from certain unfair representations in sale of products approved by Federal Trade Commission in the past month:

Kellogg Co., All Bran; Consolidated Drug Trade Products, McCoy's Cod Liver Oil Extract Tablets, Calcocide; Earl E. May Seed Co., directed to discontinue representing that it owns or operates lands or properties on which the nursery stock sold is grown, unless and until such is a fact.

WOPI, Bristol, Tenn.

Station has inaugurated a new program consisting of 15 minutes of songs by the Hickory Tree Quartet of the artist staff.

Larry and His Souvenirs is fast becoming a favorite of the people of Bristol. Show features "old time" tunes and special requests are welcomed.

BIRTHDAYS



Greetings from Radio Daily

January 21

Georgie Burns — Dinty Doyle
Vic Erwin — Al Rice
Ed Fitzgerald

January 22

James Melton — Vivien Ruth
Felix B. Dyckhoff

January 23

Edward Harris — Rosa Ponselle
Earl Waldo

MAIN STREET WITH OL' SCOOPS DALY

● ● ● Kay Kyser's "College of Musical Knowledge" (which was the remote sustainer we raved about) has been sold to Lucky Strike and replaces "Melody Puzzles" over MBS on Feb. 1....Grace Moore replaces Lawrence Tibbett on the Chesterfield-Kostelanetz series March 30 for 13 weeks...."People's Choice" returns to the usual 8-8:30 Sunday spot next Sunday with Harry Conn's "Earaches" moving back to the follow-up spot. ....Mrs. Elaine Steine Carrington, who scripts "Pepper Young's Family," broke her shoulder the other day and is now dictating scripts to a steno.... Edward G. Robinson, who changed from gangster roles in the movies to City Editor on the radio, will portray Racketbuster Tom Dewey in a Columbia picture. The inside on his eastern trek is—to confer with Dewey!.... George Jessel has been renewed by all his sponsors on the MBShow as of Feb. 7....Haven MacQuarrie was the first to be invited for the Waldorf affair....Roman Bohnen, vet actor with the Group Theater, joins the "Big Sister" cast....William Farmer and his band go into a Park Ave. hotel within two weeks with a network wire....NBC is trying to get sponsor-interest in "Philo Vance" for $2,500....Zeula James, sec'y to Douglas Coulter at CBS, will marry Eugene J. Guenard, a teeth-yanker at the Little Church Around the Corner. She was once with N. W. Ayer & Son....At the Casa Manana opening some one inquired where Abe Lyman's band was—learning that it was up in the second balcony—the inquisitive one replied: "That isn't Lyman—that's Muzak."

● ● ● *To break us of a treacherous idiosyncrasy, our boss kept us late after school last nite to write "Hilltop House is sponsored by Colgate-Palmolive-Peet" 500 times!....In using the expression "Two Markets to Market" as the slogan for his WOPI in Bristol, General Manager W. A. Wilson gives in the four words the sales story of the station which is located on the border-line of two markets—Tennessee—and Virginia....Milton Brandl, who plays records on WISN, (Milwaukee) "Early Risers Club" broadcast, plays a record entitled "Echoes of the Past" and recently he requested some old records via the show. The other day he received a package of 400 old recordings—some made more than 20 years ago!*

● ● ● Howard Hughes, the record-breaking flyer, is talking to NBC for the use of a technician on a contemplated "round-the-world" hop so as to make daily airings from the air....NBC will use the "Passion Play" in five installments as a sustainer during Holy Week....Georges Enesco's last shot of the season as conductor of the N. Y. Philharmonic via CBS is Jan. 30, when baton again falls to John Barbirolli....Milton Berle's dad is very ill—and Milt won't leave the bedside unless he's forced to make a "Hollywood Hotel" appearance next week....Jack Rosenberg, prez of AFM's 802, had ten teeth yanked from his mouth....A new band was hired for this week's "Manhattan Merry-Go-Round"....Gogo DeLys finishes her stay with CBS....Walter Cassel has been signed by CBS....(Leon &-) Eddie Davis returns to the place tonite after a week's confinement to the bed due to a sprained ankle sustained last Sunday nite doing "Romeo and Juliet"....Irving (Lazy Dan) Kaufman goes into the Atlantis Hotel in Florida next month....Ted Husing and Betty ("The Women") Lawford plan going south Feb. 5.

● ● ● *KFRO, Longview, Tex., recently demonstrated the ability of radio to bring news to its audience while it happens. The station received a flash of a well explosion about 12 miles away in the town of Kilgore. Pronto Manager Harold Johnson rushed to the scene of the fire with equipment and within twenty minutes KFRO was on the air direct from the scene of the disastrous fire with an eye-witness description. Because it was difficult to put the fire out on the oil well, KOCA, Kilgore, installed a remote line 300 feet from the burning well and fed the description to KGKB, Tyler, and KFRO, Longview.*

ORCHESTRAS MUSIC

DOL BRISETTE is directing the new staff orchestra which made its debut this week over WTAG, Worcester. Crew will be heard daily at 12:30 noon.

Harold Stern and his orchestra, set by CRA, opened Wednesday at the Hotel St. George, Brooklyn.

Eddy Rogers and his orchestra, who recently closed at the Rainbow Grill atop Radio City, have been booked by Consolidated to play the Beverly Hills Country Club, Newport, Ky., starting Feb. 4. Will have an NBC wire.

Lee Grant has signed Martin Brook to vocalize with his orchestra on WMCA's daily "Grandstand and Bandstand" commercial. Brook is featuring Grant's special arrangements of "Nursery Rhyme Jam."

Jack Sherr and his orchestra, who recently closed at the White Mansions, Pittsburgh, opens for CRA at the Rice Hotel in Houston for four weeks starting Jan. 28. Sherr was featured for ten months at the Hotel St. Moritz, New York, and was a recent subject of Ripley's "Believe It or Not" cartoon because of his versatility.

The new, enlarged WBAL (Baltimore) Orchestra, directed by Bob Iula, will be heard every evening except Sunday in a program of light concert and popular music, called "Around the Dinner Table."

Lou Weiss features his own piano composition "candle lights" on the program of the Rose Room Orchestra over WICC, Bridgeport, tomorrow at 8 p.m.

Bunny Berigan is now on an extended road tour of the South, completing recently his tour of New England and the Middle West. He is scheduled to make a series of appearances in leading theaters, dance palaces and colleges through Feb. 12.

Sammy Kaye resumes his practice of popularizing fraternity songs Saturday when he dedicates Pi Kappa Alpha's number, "The Dream Girl of Pi K A," over Mutual during his "Swing and Sway" program at 5-6 p.m.

FOR RENT

SUITE OF OFFICES
IN RKO BLDG.

Completely Equipped—Sound Proof Studio—Microphones—Turntables and complete unit. Furniture for sale as a whole or in part. Can be seen TODAY and Saturday between 12 and 2 p.m. or call Circle 6-3720 for appointment, Apt. 11-D
SUITE 908

PROGRAM REVIEWS

"ANGELS IN BLUE"

Sustaining
WHB, Kansas City,
Sunday 4-4:30 p.m.

EXPERTLY WRITTEN AND PRODUCED DRAMATIC TRANSCRIPTION SERIAL REVOLVING AROUND AN AIR LINE HOSTESS.

Apart from the fact that the aviation setting of this serial is a novelty in itself the continuity and action of the first show alone should sell it to most any sponsor and most certainly hold the continued interest of the audience that heard it.

Opening with a bit of narration and musical background, the action moves swiftly as it unfolds the story of Joyce Adams, a hospital nurse attending an airline executive. He fires her imagination when he tells her about the adventure and color of aviators and hostesses, with the result that she is in the service in short order. Hospital atmosphere is worked in nicely and in business-like style.

Close of the first 15-minute episode reveals the new hostess at work, gives an intimation of the type of aviator that is to figure in the romance and considerable local color on flying through the continuity including the sending and receiving of messages to ground radio stations. Finale of the first disk has the central aviator testing new instruments for blind flying, and he comes in with ceiling zero, bringing in his plane for a minor crack-up, and of course the excitement and suspense of the friends and ground crew went into a terrific climax.

Second quarter-hour disk finds Joyce promoting a special light plane for her aviator who is perfecting and experimenting with an "equalizer flap." This gets her into a mess of trouble. The playboy owner of the plane which is being donated for experimental purposes is murdered by a jealous woman and suspicion falls on the innocent Joyce.

Production of the disks was under the direction of Capt. Wilfred G. Moore, former army flyer and author of the "Jimmie Allen" and "Howie Wing" serials. Audrey McGrath plays the part of Joyce Adams, and like the supporting cast does an excellent job.

"CHEER UP, AMERICA"

Mennen Co. (Shaving Cream)
WEAF—NBC-Red Network
Wednesdays, 7:45-8 p.m.
H. M. Kiesewetter, Adv. Agency

EX-VAUDE COMEDIANS USE WRONG TECHNIQUE AND GIVE RAGGED BROADCAST.

The new Mennen show featuring Henry Burbig, dialect comedian, Ray Murray, the Funnyboners trio and Frank Novak's orchestra, had something amiss on its initial airing. The program lacked form and finesse. "Funnyboners" and the orchestra each played a number just to give the comedians a chance to catch their breath. Toward the close, Burbig started to laugh while reading his script. Background noise for some few minutes before Burbig's laughing indicated something was amiss in the studio.

"Grand Street Hotel" billed for the program will be heard next week, according to the announcer.

HARRIET PARSONS

Bromo-Seltzer
WJZ—NBC-Blue, Wednesdays,
8:30-8:45 p.m.
J. Walter Thompson Co.

HOLLYWOOD GOSSIPER OFFERING "CLEAN" CHATTER MAKES OKAY START.

Harriet Parsons, who has had radio experience pinch-hitting for her mother, Louella, took over the Bromo stint as successor to "Manhattan After Dark," which folded after one airing. Miss Parsons wisely deviates as much as possible from the usual Hollywood chatter formula by admittedly avoiding scandal and sensationalism, and giving instead "the news behind the news" in a calm and dispassionate style. She spieled off a number of social items on parties and told of other events and doings of personalities, all interesting in a more or less disarming way. Occasional remarks by announcer punctuated the comments.

Though Miss Parsons needs to practice up on her mike delivery, she shows promise.

"Your Hollywood Parade"

A slight change of musical color took place in "Your Hollywood Parade last Wednesday night over NBC-Red with the entrance of Al Goodman as conductor. Not that there was anything particularly wrong with the music as dispensed by Leo Forbstein of the Warner film studios on the first several weeks of this program, but Goodman is fortified with longer experience and more cultivated proficiency from a radio standpoint. His periods of service for Lucky Strike's "Hit Parade," as well as on "Show Boat," etc., have fitted him nicely for a one-hour program of this type. Forbstein had to give up the post because of pressure of film work.

Rest of the last Wednesday night's program was in the usual vein, with Dick Powell doing his usual good job as singing emcee, aided by Rosemary Lane, Dudley Chambers chorus in a fine rendition of "Night and Day"; another return engagement by Bob Hope, who was in his best form yet, and others.

Eddie Cantor

Eddie Cantor's new talent tryouts on his Texaco program over CBS brought forth some very clever kids last Wednesday night. Drama, comedy and harmony singing were represented among the talent, and if future newcomers hold to the caliber of the youngsters heard on this program, the new Cantor policy will be a generous success.

WOW's Unusual Program Entry

Omaha—WOW's special events department has put over a novel broadcast which it submits as its first candidate for 1938 unusual idea awards.

Fifty years ago this month, in 1888, the worst blizzard the middle west has ever known descended, killing hundreds, and trapping a class of sixteen children in the Fairview School, sixteen miles from Clay Center, Nebr., which is almost nowhere.

Foster May, WOW news editor, conceived the idea of broadcasting a reunion of the "blizzard class of 1888." The "pupils" came from Pennsylvania, Oregon and many midwest points. The original teacher rang the same school bell. Blizzard-survivor pupils sat in the same seats and sang "Good Morning Dear Teacher." The teacher then required each pupil to give an "excuse" for his absence during the past fifty years. The twenty-minute broadcast ended with a fervent and dramatic prayer in which the teacher called for the next reunion in Heaven 50 years hence.

The entire countryside gathered and the farm women prepared a scrumptuous meal. The broadcast pulled about 300 letters, 100 per cent commendatory.

PHILADELPHIA

Walton Newton, formerly of KNOW, Austin, Tex., replaced Sanford Guyer, resigned, as announcer at WIP.

Samuel R. Rosenbaum, WFIL president, has been named Chairman of the Radio Committee for the annual Community Chest Drive, while Margaret Schaefer has been appointed dramatic supervisor in the same unit.

Tommy Phelan, WIP singer, is a reporter on the Philly Record.

Jonny Fortis of KYW's Three Naturals is now doing the arrangements for Gene Kardos and his recording outfit.

Dave Mann of the WFIL piano duo of Mann and Irwin is in Miami playing with a southern band.

Benedict Gimbel Jr., WIP president, gives a dinner party for entire staff at Ritz-Carlton Hotel on Feb. 5. It is the second year Gimbel has done this.

Frank Pfaff, WIP engineer, is the father of a boy.

Mary Latell is a new member of the WIP singing corps. She is heard with Clarence Fuhrman's ork on Thursdays at noon.

The Imperial Hawaiians will inaugurate a new musical series over WFIL.

Bob Elmer, assistant sports director of WCAU, is trying out his vocal chords on a daytime program over another local station.

Dave Tyson, WFIL night supervisor, will take over the "Let's Pop the Question" program.

Dixie Lee, heard over KYW with her counselling advice for parents and children, will now be heard twice weekly.

Jean MacLatchie is the newest addition to the staff of WIP.

PROMOTION

Rate Card In Leather Folder

A neat way of assuring attention to Iowa Broadcasting System's rate card was devised by Craig Lawrence, commercial manager. In sending the card around to the trade, he enclosed it in a leatherette pocket folder with recipient's name in gold letters on the front. Along with the rate card went a little sales talk, also mention that the general idea of the folder was to make it easier to reach for an Iowa Network rate card. Network's increase in business last year also was among points brought out.

Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Dafoe over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a $100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a $500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that famed Dr. Dafoe, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of the contest will be Dr. Dafoe, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

WOAI Free Offers

WOAI, San Antonio, has launched a campaign of free offers to its listeners consisting of various premiums, such as personality pictures, flower seeds, a book on Texas facts, livestock guide, and for 10 cents a book of 80 old time hymns. Another gratis gift of Chinese coins is contemplated.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Discussion of Television On Farm and Home Hour

Television will be the subject of a discussion on the National Farm and Home Hour next Monday at 12:30 p.m. over the NBC-Blue Network. Participating in the discussion will be Ralph Beale, director of research for RCA and chairman of the Television Committee, and Frank E. Mullen, manager of the RCA Department of Information and former Director of Agriculture for the National Broadcasting Company.

The discussion is the second in a series of four in which different phases of the radio industry, ranging from the precise and scientific to the more human aspects, will be explained by outstanding radio officials. In subsequent broadcasts on Mondays, Feb. 7 and 21, Mullen will interview two other high ranking officials of either NBC or RCA on the working of their particular departments or divisions.

Special Antenna Used

Cleveland — In order to facilitate pickup of Ohio High School Speech League program rebroadcast by WCLE here from WOSU in Columbus, engineering department of WHK-WCLE is using an antenna almost 1500 feet long with special directional pickup qualities to receive from Columbus.

Magnavox Keeps Factory

Fort Wayne, Ind.—Magnavox Co., makers of recording equipment, will retain possession of their factory and equipment during the period of reorganization here, under a ruling of Judge Thomas W. Slick in U. S. District Court. William B. Duff, referee in bankruptcy, has been named to handle creditors' claims.

McDonald on Television

Chicago—President E. F. McDonald Jr. of Zenith Radio Corp. will talk about television on Zenith's telepathy program over CBS this Sunday night.

Pierson-DeLane Catalogue

Los Angeles—Pierson DeLane Co., recently organized to manufacture communications receivers, has issued its first catalogue.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,104,784—Electron Discharge Device. Erich Wiegand, Berlin-Wildmannslust, Wilfried Meyer, Birkenwerder, near and Hans Pulfrich, Berlin-Wilmersdorf, Germany, assignors to Allgemeine Elecktricitats Gesellschaft.

2,104,788—Automatic Fidelity Control Circuit. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,104,801—Frequency Control. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,104,816—Electron Discharge Device. Horst Rothe, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,104,817—Photoelectric Relay. Samuel Ruben, New Rochelle, N. Y.

2,104,825—Photoelectric Relay. Terry M. Shrader, West Summit, N. J., assignor to RCA.

2,104,834—Cathode Ray Oscillator. Bernard C. Gardner, Philadelphia, assignor to Farnsworth Television Inc.

2,104,844—Vacuum Tube Circuit. Herman A. Affel, Ridgewood, N. J., assignor to American Telephone & Telegraph.

2,104,861—Vacuum Tube Circuits. Danforth K. Gannett, Jackson Heights, N. Y., assignor to American Telephone & Telegraph.

2,104,915—Tuned Oscillator Circuit. Browder J. Thompson, assignor to RCA (of Summit, N. J.).

2,104,916—Constant Radio Frequency Generator. John Evans, Collingswood, N. J., assignor to RCA.

2,105,026—Electron Tube. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to N. V. Machinerieen-en Apparaten Fabrieken "Meaf." Utrecht Netherlands.

2,105,081—Amplifying Tube and Circuit. Gunther Jobst and Ernst Klotz, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie, m.b.H.

2,105,096—Frequency Compensation for an Oscillation Generator. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,105,177—Device for Controlling Cathode Beams. Rene Barthelmy, Fontanay aux Roses, France, assignor to Compagnie pour la Fabrication des Compteurs et Materiel d'Usines a Gaz.

2,105,296—Hearing Aid. Harry A. Pearson, Brooklyn, and Emmanuel C. Nicholides, Bronx, N. Y., assignors to Sonotone Corp.

Weed Sees Television First a Luxury Market

(*Continued from Page* 1)

fired, there is every reason to believe that the demand for sets will bring down the present estimated costs of receivers mentioned by radio engineers.

"In England sets are already selling far below the prices predicted for similar American products. Insofar as sound receivers are concerned—a market that is competitive—we undersell England by a very wide margin. There's every reason to believe that we'll beat Britain on video receiver values, too. Television will be an immediate attraction to those sponsors who will pay the price to pioneer in sigh-and-sound merchandising even before sets reach the mass production stage. But there won't be a very wide gap between the commercial start of television and volume video receiver sales. Early bookers of television time at initial rates may benefit by a considerable 'bonus circulation'."

Calendar Offer on KIDO

Electrical Equipment Sales Ass'n decided to find out where their money was going as sponsor of KIDO's (Boise) evening "Listener's Digest." They made a simple offer of a 1938 calendar to all "Digest" listeners. Commentator Dooley Riddle announced the offer five times. Response was immediate. Calendars were scarce in five states and one Canadian province. A total of 709 requests came from 69 different cities and towns.

WICC Studio Dedication On Yankee-Colonial Webs

Bridgeport, Conn.—Dedication program celebrating the opening of WICC's new studios in New Haven will be aired over Yankee and Colonial networks at 6:30-9 p.m. Jan. 29, under arrangements made between John Shepard III, head of the networks, and WICC Supervisor Joseph Lopez.

STATION IMPROVEMENTS . . . . .

Seattle—Frequency shift from 1370 kilocycles to 1420 is sought by KEEN here. Other changes contemplated by the station include equipment improvements, power boost from 100 watts to 100 watts night, 250 watts day, and change in hours of operation from Share-KRKO to unlimited time.

Providence, R. I.—WEAN has applied to the FCC for construction permit to make changes in directional antenna for day and night use and boost power to 5 kilowatts day and night.

Columbus, O. — WCOL is seeking authority to make changes in automatic frequency control equipment.

Mandan, N. D.—Modification of license to change hours of operation to unlimited and install new vertical antenna is being sought by KGCU. Application to FCC is contingent on granting of KLPM's application for new frequency.

England Jumps Power For Arab Broadcasts

London — England means business in its airwave campaign against Italian propaganda. British Broadcasting Co., it is learned, has ordered two new $50,000 short-wave transmitters to handle the Arabic news program. It has also announced plans for similar broadcasts in Spanish and Portuguese.

New transmitters will have a capacity exceeding fifty kilowatts each, and are expected to make the Daventry short-wave transmitting facilities the most powerful in the world.

WOR Antenna Put Up Today

The 1,000-pound antenna mast which is to be used by WOR for its new experimental ultra high frequency experiments, will be raised into position today, the weather permitting. For 25 out of the 44 stories to which the pole is being hoisted, it will suspend over the street. Special police aid in roping pedestrians off from possible danger has been arranged, also suitable insurance in case of accidents. WOR has hired its own rigging crew for the job. Site is atop a skyscraper one block from Times Square.

Auditioning Facilities

Earnshaw Radio Productions has set up complete facilities for auditioning its new transcription programs in the New York office at 545 Fifth Avenue, recently opened by Charles Michelson, eastern representative of the firm.

IN *Any* EMERGENCY—
...we pick up work quickly
...we make haste carefully
...we deliver promptly.
CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone . . . . . COlumbus 5-6741

COMING SOON

The First

RADIO DAILY

CRITICS' FORUM





. . . in which the Radio Critics and Editors of America, through the columns of Radio Daily, tell

What's Right

AND

What's Wrong

WITH RADIO

Los Angeles

PROGRAMS produced by the Los Angeles Junior College Radio Guild have been given a permanent spot on the KHJ-Don Lee schedule each Friday.

Dave Owen, producer of the CBS serial, "Scattergood Baines," addresses the Long Beach Ebell Club on "The Drama in Radio."

Jimmy Vandiveer's "Meet Some People," Wednesday night feature on KFI, has been switched to Thursday nights at the same time.

KHJ offers two new ones Sunday. From KFRC, San Francisco, comes "Previews and Encores," announced as a drama-musical series, at 2:30 p.m., and the Federal Radio Theater's "Choral Contrasts," employing three different choral groups, from New York at 6-6:30 p.m.

KNX will broadcast the Saturday afternoon session of the California Newspaper Association, in convention at the Riverside Mission Inn, from 1:15 to 1:45. Gary Breckner will officiate for CBS, and the following day 80 delegates and their wives will be guests of CBS at the Joe Penner and Phil Baker broadcasts.

KMTR's "Bureau of Missing Persons" has been moved up half an hour and will be heard in future at 2:30 p.m. on Wednesdays.

Ozzie Nelson's music from the Victor Hugo in Beverly Hills will be piped East by KHJ for the Mutual network on Thursday and Sunday nights. Station releases locally every night at 10:15.

Bill Morrow and Ed Beloin, Jack Benny's writers on his airshow, move onto the Paramount lot to write dialogue on Jack's next picture, "Never Say Die".

Hal Fimberg, comedy constructionist for the Jack Haley Log Cabin show, has had his contract renewed for another 13 weeks.

ONE MINUTE INTERVIEW

RICHARD BONELLI

"It has been my personal experience that most successful musical careers come the hard way. By the hard way I mean unlimited attention to detail while practicing, years of instruction under competent teachers and an ability to take it if you're not a smashing success your first three or four years before the public. Underneath all these attributes, of course, must be a genuine love of music. If you haven't got that you might just as well call it quits."

☆ Coast-to-Coast ☆

VERNON REED and Russell Lowe of KFH, Wichita, visiting in Oklahoma. Same for Hugh B. Terry, KVOR, Colorado Springs.

Lawson Zerbe, young radio actor who appears in many of the leading dramatic air shows, is now playing featured roles in the "Goldbergs" series and the "Hello Peggy" program.

Maine music lovers are hearing a new series of weekly sustainers originating in the local studios of WLBZ. Broadcasts consist of vocal recitals by Garner Weed, young operatic baritone. Mrs. George Pullen, concert pianist, his accompanist, furnishes occasional piano selections to vary the program.

A novelty among sports broadcasts is the trap-shooting meet to be aired tomorrow afternoon by KFOX, Long Beach, Cal.

CKLW, Windsor-Detroit, has a new women's program titled "Women's Page," conducted five mornings a week by Myrtle Labbitt, CKLW household commentator, and Billie Blum. Six guest speakers, all prominent Detroit women, were on the initial broadcast this week.

Jeanne Poli has a busy schedule of announcing at WICC, Bridgeport, including the PTA broadcasts, Federation of Women's Clubs, American Legion Auxiliary, "First Offender," New Haven studio dedication programs, "Let Freedom Ring" and her daily "Commuters Club."

Jean Ellington, NBC songstress, will have a different program time starting today at 2:30 on NBC-Blue network. She is also heard with Norman Cloutier and his orchestra on Sundays at 4:30 p.m.

Carol Bruce, vocalist, auditioned with George Olsen's band for the soloist spot on the Nehi program which is scheduled to begin in March. Balance of program, auditioned last week, included Teddy Bergman, Tim and Irene and Olsen's band.

The Cornish School, Seattle, announces a series of eight quarter-hour musical programs featuring the artists of the music school faculty. Cyril Towbin, violinist; Hariett van Emden, lyric soprano; Stephen Balogh, pianist, and the Cornish String Quartet will be heard. Program will be aired over KJR, Sunday evenings, 7:15-7:30. George Jennings, director of radio at Cornish, will handle continuity and production.

A radio picture of Jackson (Mich.) Prison will be given by WJR's Duncan Moore at 8 o'clock Saturday night, the first in a series titled "The People's Business". Succeeding shows will cover every department of state government.

The swing vocal trio, Winkin, Blinkin and Nod from Newport News, Va., will feature, "Put on Your Old Grey Bonnet" in their own original new arrangement tomorrow on a swing program over WNEW at 7:15 p.m. In this song, their own Hot Chorus, they will name all the great sepia swing and blues stars. The song was done on their last program and letters came pouring in asking for a repeat.

Bernice Allen (Creole), singing pianist, formerly at WCAU, Philadelphia, will be featured tomorrow at 4-4:30 p.m. over WMCA and associated stations. Miss Allen is now under the management of Cliff Martinez.

Brabazon Lindsey, Virginia Willison and Patricia Morris, advanced piano pupils of Stephen Balogh, head of the piano department at Cornish School in Seattle, are making names for themselves, due to their frequent appearances over KVI, Seattle-Tacoma CBS outlet. The theater and radio students of George Jennings, director of radio at Cornish School, in Seattle are now in their tenth week of production of a dramatic series over KVI, Seattle-Tacoma CBS outlet. Students write adaptations of well known plays, do their own casting, production, and music, producer stepping in at final rehearsals only, to smooth out the rough spots.

House Jameson and Mary Jane Higby will appear in next Sunday's "On Broadway" drama over NBC-Blue at 3 p.m.

WBT, Charlotte

Grady Cole's "Aspertone" program, sponsored by Blackstone Products, was ushered in with ceremonies. Mayor Douglas came to the studios and welcomed Cole and his new program to the air. Cole also has a couple of other commercials.

Series of broadcasts by Jimmy Livingston and his ork being fed to three CBS Dixie network stations. On Feb. 1, station also will feed a half-hour from Hotel Charlotte.

Caldwell Cline, announcer, says "I do" tonight.

Reginald Allen, announcer, had his tonsils removed and is recovering.

Martha Dulin, conductor of "Women Make News," is spending a week in Miami.

Grady Cole has been invited to go to Louisville on Monday and be guest of WHAS on anniversary of the flood disaster.

Tramont Turns M.D.

Dr. Charles Tramont, NBC announcer, has resigned after five years of service. He is a doctor now and will hang out his shingle in Mt. Vernon, O.

Chicago

JAMES JORDAN (Fibber McGee) has gone to Kansas City to explore business project there. Brother is interested in a bottling works there. Jordan with another brother is engaged in the sandblasting business in Peoria.

Clark Dennis, NBC tenor, to New York to audition for Coca Cola's "Song Shop."

Phil Stewart, Lady Esther announcer, missed a plane in Detroit the other night and Lynn Brandt, NBC announcer, was pressed into service on Wayne King's Serenade.

Wayne King is still packing them in on one nighters. They had to call out the police last week at one spot, with the tariff at $6.60 a couple.

Mrs. Don Quinn, wife of author of Fibber McGee scripts, has gone to Del Monte, Cal., to supervise building of new home there, which they plan to occupy when Fibber show moves west.

Ella Logan will give a torchy version of "Bei Mir Bist Du Schoen" in a one time appearance with Henry Busse's orchestra from the Chez Paree over NBC-Red at 10:30 p.m. Sunday.

Additions to radio committee to celebrate President's Birthday ball here Jan. 29 are Buddy Rogers and Truman Bradley.

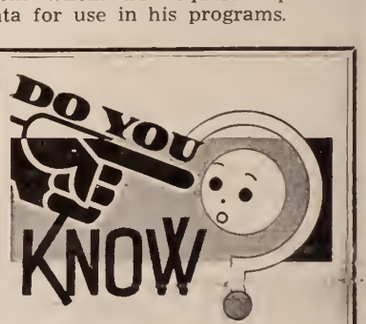
Muriel Monsell (Mrs. John Bremmer, Jr.), formerly with Pasadena Community Playhouse, is playing leading roles in Skelly Court of Missing Heirs.

WKRC, Cincinnati

"Secret Diary," new morning script show that is highly touted, starts Jan. 25 as a four-weekly sponsored by French Bauer Inc., through Frederic W. Ziv agency.

Al Bland, pilot of Dow's "Dawn Patrol," is handing out daily advice and hints concerning traffic regulations and safety.

Dick Bray, sports commentator, has received more than 25 replies from some 35 letters to National and American League baseball players, from whom he requested personal data for use in his programs.



Alice Remsen was acclaimed as the original "television girl" by Literary Digest in 1931.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 16 NEW YORK, N. Y., MONDAY, JANUARY 24, 1938 FIVE CENTS

FCC Economic Report

NBC DAYTIME REVENUE UP 34 PER CENT IN '37

NBC daytime revenue during the year just closed reached the all-time dollar volume figure of $10,368,566, up 34 per cent over 1936. Daytime figure has been climbing steadily since 1933, the depression point in radio.

American Home Products, Procter & Gamble, Sterling Products placed

(*Continued on Page* 5)

Stanton, Dannenbaum Jr. Get Promotions at WDAS

Philadelphia — Patrick J. Stanton, general manager of WDAS, has been elected vice-president. A. W. Dannenbaum Jr., son of the owner, has been appointed sales manager. He has been handling these duties since Stanley H. Chambers left four months ago to become advertising manager of Bourjois Inc.

Peco Gleason at WRTD As Chief of Production

Richmond — Peco Gleason, formerly chief announcer and sports commentator for Charlottesville's WCHV and the Virginia Broadcasting System, program director for WBIG in Greensboro, N. C., and special events

(*Continued on Page* 3)

Maizlish Closes Deals

Harry Maizlish, manager of KFWB, Los Angeles, the key station in the California Radio System, left New York for the coast on Saturday after closing several important deals involving both business and new shows. On his way west, Maizlish will stop off in Chicago for further business negotiations.

Time Service

Rock Island, Ill.—Western Union, which has been receiving hundreds of requests weekly for correct time and wants to be relieved of the bother, has accepted help from WHBF. When requests are received now, W.U. gives the time and then tells the caller to listen hereafter to correct time signals on WHBF—and gives the various periods of such broadcasts.

WSAU's First Year

Wausau, Wis. — WSAU, which celebrates its first anniversary on Jan. 30, received 32,163 pieces of fan mail up to early part of last week. Wayne W. Cribb, general manager, considers that a pretty good showing for a 100-watter in slightly less than a year's time since its debut. Goal for 1938 is over 45,000.

COPYRIGHT FEES REFLECT HIGHER CANADIAN ACTIVITY

Toronto — Report of the Copyright Appeal Board, which fixes the fees, charges or royalties which may be collected by Canadian Performing Right Society during 1938, shows that the society is entitled to collect license fees from broadcasting sta-

(*Continued on Page* 8)

Admiracion Considering Spots in New Campaign

Admiracion Laboratories Inc., Harrison, N. J., which has started an extensive newspaper-magazine campaign on its Foamy Oil Shampoo, is also considering a spot series along with magazine and newspaper additions. Chas. Dallas Reach Co., Newark, is the agency.

Canada Raises License

Ottawa — Canada's radio receiving set license fee for the year beginning April 1 has been increased to $2.50 a year, against $2 at present, it is announced by Hon. C. D. Howe, minister of transport.

Free Competition Urged--Cooperation is Offered in Promoting Improvement--Would Change Financial Reports

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington — Encouraging the industry to continue organizing competitive networks, particularly state and regional, and declaring that while the industry can be improved, it should be given the opportunity to do so with the cooperation and guidance of the FCC, Chairman Frank R. McNinch today released the long delayed and much awaited report on social and economic aspects of broadcasting prepared by Commissioner T. A. M. Craven.

The report was submitted solely as a basis of discussion, from which study and action can be taken by

(*Continued on Page* 3)

A. T. & T. TEST SERIES ON WMAS, SPRINGFIELD

Springfield, Mass.—American Telephone & Telegraph Co. is sponsoring a series over WMAS intended as a test to find out if radio advertising will pay. Depending on the results of the 26-week trial, company is expected to do nation-wide radio advertising.

The series consists of three programs a day, six days a week. Two

(*Continued on Page* 2)

FCC Hearing Ordered On WLW Power Renewal

Washington Bureau, RADIO DAILY

Washington — WLW's application for renewal of 500,000 watts experimental power will have to go through a formal FCC hearing for the first time since the power was granted four years ago, according to an order last week by Commissioner George Henry Payne. A change in FCC rules recently instituted by Chairman

(*Continued on Page* 2)

Plan Paint Campaign

M. Ewing Fox Co., New York, has appointed Redfield-Johnstone Inc. to direct its advertising on Muralite, Raymura and other paints. Radio is among media under consideration. Leonard Black is account executive.

ERWIN, WASEY & CO. LED IN BUSINESS ON MUTUAL

Erwin, Wasey & Co. placed more business on the Mutual web last year than any other advertising agency, MBS agency figures just compiled reveal. Close runner-up is Brooke, Smith, French & Dorrance. The leader placed $224,611, the runner-up $224,229. Ruthrauff & Ryan, which was first on the CBS agency list, is

(*Continued on Page* 8)

Sales Directors to Meet Next Saturday in Albany

Syracuse — A one-day meeting of Broadcast Sales Directors of New York State will be held next Saturday starting at 10 a.m. in the Hotel

(*Continued on Page* 5)

☆ THE WEEK IN RADIO ☆

. . . Ruthrauff & Ryan Billings

By M. H. SHAPIRO

LEAP from sixth to first place in its CBS billings for 1937 reveals Ruthrauff & Ryan agency as nearly $1,000,000 ahead of second-place holder Benton & Bowles, which came up from fourth place . . . others billing more than $1,000,000 on the same network were N. W. Ayer, Newell-Emmett, Blackett-Sample-Hummert, Lord & Thomas, F. Wallis Armstrong and Neisser-Myerhoff . . . several other agencies were just below the round figure mark . . . Food and food beverage accounts led the industry groups on CBS, increasing its expenditures over 1936 by over 24 per cent. . . .

NBC average sponsor outlay for the year 1936 was found to show an increase of 24.4 per cent, the figures being based on 134 accounts . . . drugs and toilet goods led the industry field, up 19.3 per cent, with food and food beverages running second . . . In the meantime, both

(*Continued on Page* 2)

Berlin Tele Plans

Berlin — Quantity production of 441-line television sets is expected to get under way in Germany this year, with at least 10,000 sets as the first goal. Programs will be centralized here and taken over by the other two tele transmitters on the Brocken and the Feldberg. Three simultaneous programs will be broadcast from here.

RADIO DAILY

Vol. 3, No. 16 Mon., Jan. 24, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York, N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Merserau, Treasurer and General Manager; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; M. H. Shapiro, Associate Editor. Terms (Post free) United States outside of Greater New York, one year, $5; foreign, year, $10. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York, N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable address: Filmday, New York. Hollywood, Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Saturday, Jan. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145¼	145¼	145⅛	— ⅞
CBS A	21⅛	21⅛	21⅛	— ¼
Crosley Radio	9⅝	9⅝	9⅝	— ⅛
Gen. Electric	42½	41⅞	42½	+ ¼
North American	19⅝	19¼	19⅜	— ¼
RCA Common	6⅝	6½	6⅝	.....
RCA First Pfd.	48⅝	48½	48⅝	— ¾
Stewart Warner	10½	10½	10½	.....
Zenith Radio	16	15⅝	16	+ ¼

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	—1/16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6⅛	7⅛

"Way Down East" ETs Back on 13 Stations

Sterling Products (Haley's M-O, Danderine) on Jan. 31 will return the "Way Down East" transcriptions to the air over 13 stations (WNAC, WOR, WCAE, WGAR, WGN, WHO, WBEN, WCAU, WSB, KFI, WHAM, WFAA, WFFA, WFBR). Quarter-hour disks will be aired Mondays through Fridays.

Agnes Moorehead, Karl Swenson, and Wilmer Walter are in the cast. Air Features produced the series. Blackett - Sample - Hummert is the agency.

Tino Rossi for Films

Tino Rossi, French singing star who arrived in Montreal recently for an American tour and who starts an NBC-Blue network series today at 7:45-8 p.m., Mondays and Fridays, sails for London in several months to appear in his first English-speaking film and also to complete a French picture. He will then return to this country for movie work.

BINGHAMTON—NEW YORK

WNBF

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

☆ THE WEEK IN RADIO ☆

. . . Ruthrauff & Ryan Billings

(Continued from Page 1)

NBC and CBS broke ground or laid cornerstones for new edifices in Los Angeles.

With more than 90 per cent of the affiliated web outlets signing contracts as per IRNA plan, additional deals are being made between locals of the AFM and stations . . . New Orleans and a few other spots have some difficulties, with the southern city having two network outlets under threat of a strike . . . this was averted through the offices of Pres. Weber of the AFM and another effort will be made to solve the question of the closed or open shop . . . CBS diverted commercial time to educational features, following a meeting of the newly created Adult Education Board . . . WOR will go in for experimentation with ultra high frequencies . . . William Roux, formerly with the NBC sales promotion department, joined Hearst Radio Inc. as promotion manager. . . .

Revised NAB proposals have been submitted by the reorganization committee, voting upon it to take place at the annual meeting next month in Washington . . . Texas Broadcasters Ass'n endorsed the proposals in principle at a meeting in Dallas . . . also, all Texas stations were urged to attend the NAB convention and take an active interest in the reorganization plans . . . FCC denied petition of Capper Publications to transfer control of KCKN without the usual hearing . . . Revised baseball schedule for Chicago stations and other rules and regulation changes were adopted by the five outlets which have concluded contracts with the American League . . . CIO in Philly threatens a boycott on General Foods if Boake Carter is sponsored by that Corp.

Networks, et al, are making a survey of actor conditions in order to better talk things over with the AFRA . . . the two major companies have committees, as well as the AAAA for the advertising agencies . . . AFRA expects to get down to business soon, most of the talks to date having been preliminary conferences. . . . Zenith Radio plans a big advertising campaign in connection with a new gadget to be marketed shortly. . . . FCC Chairman McNinch announced that a new policy would seek to curb "monopoly" in the industry and in the future, the Commission would refuse to grant additional permits to those already operating a station in the same city . . . AAAA annual meet will be held April 20-23 in White Sulphur Springs . . . Rockwell - O'Keefe booking agency and Consolidated Radio Artists (holding all NBC band contracts) formed a pool on the coast with the former to represent the latter in the territory . . . six northwest stations form an organization . . . Canada considers raising the receiving set license fee to obtain an additional million dollars in revenue. . . .

A. T. & T. Test Series On WMAS, Springfield

(Continued from Page 1)

are announcements — one 50 words, the other 100 words—and the third program is a five-minute "true life drama" featuring long distance telephoning. Commercial copy is held to a minimum in the skit, being mostly a suggestion on telephoning long distance, and noting the difference in night rates.

Programs are under the direction of F. Turner Cooke, station's program director, and are made up of local live talent.

CBC Financial Surplus

Montreal — Canadian Broadcasting Corp. will show a financial surplus for the past year, according to Transport Minister C. H. Howe. He said there would be a surplus on both revenue and capital accounts.

Dewey Long in New Post

Dewey H. Long, formerly sales manager of WBT, Charlotte, has been appointed Radio Sales representative in Birmingham, a newly established office in the Protective Life Bldg.

2 NBC Shows for WCKY

Cincinnati — Two more NBC-Red network shows, "Lorenzo Jones" and "Waltz Time," both for Sterling Products, join the WCKY schedule Feb. 14 and 18, respectively.

FCC Hearing Ordered On WLW Power Renewal

(Continued from Page 1)

Frank R. McNinch gave Payne authority to order hearing without approval of fellow Commissioners. Under this rule, Payne has jurisdiction over all experimental stations.

Philip Morris to Renew

Philip Morris, through The Biow Co., on Feb. 12 will renew its CBS show on more than 50 stations from coast-to-coast for another 52-week run. Program, "Johnny Presents" is heard on Saturdays, 8:30-9 p.m.

New WHK-WCLE News Editor

Cleveland — Lewis Sisk has been named news editor of WHK-WCLE, succeeding Milton Hill, former news editor and publicity assistant, who has gone to Florida.

King Again Directs Playhouse

Jean Paul King will again direct the Provincetown Playhouse, Provincetown, Mass., this summer. It will be his second season.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

COMING and GOING

G. W. GRIGNON, manager of WISN, Milwaukee, and D. A. WELLER, chief engineer, went to Washington last week for a hearing relative to the station.

ANDREWS SISTERS return to New York this week from Chicago, where they have been singing on the Wrigley show, to do a program of their own.

E. H. SCOTT, Chicago deluxe radio manufacturer, to New York this week on business.

LAWSON ZERBE, radio actor who appears on many shows, to Syracuse University on Saturday to address the Radio Script writing class.

GENERAL HUGH S. JOHNSON will broadcast tomorrow from Chicago, with Wednesday's show coming from his Washington, D. C., studios.

IREENE WICKER, the Singing Lady, will do her Wednesday show from Rochester in connection with three important Rochester events. WHAM is dedicating its new tower, celebrating its 10th anniversary, and the city is celebrating Youth Week.

BERT LAWSON, CBS staff photographer, is in Lake Placid today for pictures of Kate Smith and Ted Collins skiing around the winter playground.

PAUL KENNEDY, radio editor of the Cincinnati Post, is in Hollywood for look-around.

MRS. JOSEF PASTERNACK, wife of the musical director of Vick's "Open House," has returned to New York from the coast, where she spent a month with her husband.

HARRY MAIZLISH, manager of KFWB, Hollywood, left New York last Saturday on his return west, with a Chicago stopover.

MARTIN BLOCK of WNEW flew to Miami yesterday for a week's fishing.

BILL PERRY, WOR announcer is on his way to California, where he will handle the Eddy Duchin-Elizabeth Arden program for a couple of months.

STUART F. DOYLE, Australian radio man, is coast-bound to confer with Herbert Ebenstein, head of Atlas Radio, on their five-year deal.

Howard Marshall on NBC

Howard Marshall, BBC commentator, returns to the NBC airlanes in a new series titled "They're Saying in England" starting Jan. 28 at 9:15-9:30 p.m. over NBC-Blue. Programs will come from England.

FCC ACTIVITIES

KPOF, Denver. Mod. of license to increase power to 1 KW.

Galesburg Broadcasting Co., Galesburg, Ill. CP for new station. 1500 kc., 250 watts, daytime.

KXA, Seattle. CP to increase power to 1 KW. 760 kc., limited.

APPLICATION DENIED

Richard Field Lewis, Oakland, Cal. CP for new station. 1160 kc., 1 KW., daytime.

Radio Scoop DAREDEVILS OF HOLLYWOOD

Daredevils of Hollywood is a new, copyrighted, transcribed radio feature. It offers 26 quarter-hours, packed with thrilling experiences of Hollywood movie-stunt men. Ideal for weekly broadcast. Write now for full information.

RADIO PROGRAMS DIVISION
Walter Biddick Co.
1151 S. Broadway Los Angeles

FCC ECONOMIC REPORT OFFERS COOPERATION

(Continued from Page 1)

the Commission. Treating on the American system of broadcasting, the report states that there has been found no reason for changing the doctrine of fair competition, both local and national, among individuals as well as among organizations.

"In view of the natural technical limitations in the total radio facilities," the report states, "which can be made available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary refraining by licensees, or groups of them, from using their own broadcasting facilities to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs.

"One of the greatest advantages of the American system of broadcasting is that it is sufficiently flexible to be capable of improvement, and it is undoubtedly true that in any such new art as radio broadcasting, progress can be made and improvements should continue. However, in accomplishing improvements it should be remembered that the existing radio broadcast system is the product of a new art which like other new industries, has developed in advance of complete understanding of its social significance."

Foreshadowing possible future regulations, the report states that in effecting a preservation of the existing American system of broadcasting it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. It may be necessary to provide for the rendering of specific services.

"The Engineering Department feels that the Commission should assume leadership and cooperate with the industry in interpreting social and economic trends in order that an effective betterment in public service can be accomplished," it was stated.

On the matter of newspaper ownership of radio broadcasting stations, the report states that the "extras" of former days have almost disappeared, that broadcast stations are relied upon to a constantly increasing extent for news and comments upon news, and that they are important customers of news services.

The report points out that it is within the realm of possibility that through the development of facsimile, the newspaper of the future will be transmitted by radio into the home.

Regarding past charges of monopoly in the industry Commissioner Craven states that the record of the Oct. 5 hearings does not reveal any conclusive evidence that any control of patents has been exercised to limit competition in broadcasting. Nor is the Engineering Department aware that any broadcast licensee has been finally adjudged guilty of any act which would disqualify it from holding such license under the terms of the Communications Act of 1934.

Newspapers, it was pointed out, own 28 per cent of the total stations licensed, and own 26.67 per cent of the clear channel and high power regional station facilities. Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio.

The report recommends the adoption of a form of financial report which will insure a proper study of the broadcasting profits situation. There is no basis for the fear that such comprehensive financial reports, if required by the Commission, would be necessarily a step in the direction of new rate regulations.

An important section of the report is devoted to a study of ways of securing better information and a better system with relative ease on the social and economic aspects of radio broadcasting.

Among the recommendations made is the revision of existing forms for renewal of licenses to secure better factual data with reference to revenue, expenses and programs. The Engineering Department has prepared tentative suggestions as to the new forms. Station log forms should be revised to secure better factual data with reference to the character of programs and their sponsorship.



NEW PROGRAMS—IDEAS

Program for Shut-ins

WFTC, Kinston, N. C., has inaugurated a new series logged as "The Sunshine Club for Shut-ins." Frank Harden, chief announcer, is in charge, and show features reading of poems with background music by Rainbow Trio and Standard Mixed Choir. Poetic preferences of listeners are aired, with audience asked to send copies of their favorites for reading. Station, in turn, mails out copies of programs heard on previous programs, if requested. Emcee has certain dates for visiting shut-ins. Show is aired thrice-weekly.

"Boos and Bouquets"

Sometimes listeners like you. Sometimes they don't. But whatever is, everyone hears their opinions in a new program over KGV, Missoula, Montana. Show is set in the court of the slightly deaf — and awfully dumb—, with one Judge Teeters presiding. Anne Dunne presents the case of the listeners, while Verne Sawyer plays chief mediator. Announcer Bob Young is the court crier. Both boos and bouquets are aired, as revealed in the fan mail.

Peco Gleason at WRTD As Chief of Production

(Continued from Page 1)

commentator for NBC and CBS, has joined WRTD as program and production manager. As announcer and rescue worker for WBIG in the 1936 tornado, Gleason was cited for carrying out an assignment that kept him awake continuously for 64 hours.

Detroit's "WJR Presents" Is Now Being Fed to CBS

Detroit — "WJR Presents", long a favorite late night show on the Detroit station, has gone network and shifted to 2:30 Saturday afternoon. Program personnel consists of augmented studio orchestra under Samuel Benavie, a mixed chorus directed by Don Large, Helen Hadley, soprano, the Bavarians, male chorus, and the Three Aces. The announcer comes in only at start, middle and close of show. CBS carries over entire chain.

SPONSORING EDUCATION ADVOCATED BY WITMER

West Coast Bureau, RADIO DAILY

Los Angeles—Many so-called educational programs now aired on a sustaining basis might profitably be sponsored on a commercial basis, with tremendous attendant good-will accruing to the advertiser, in the opinion of Roy C. Witmer, NBC vice-president in charge of sales, here on a brief survey of Hollywood activities affecting his department. Such a policy, said Witmer, would permit networks to continue their policy of providing good educational features and the growth of the broadcasting industry on the present American plan of combining education with entertainment.

Witmer declared the seasonal bugaboo in time sales has been largely forgotten by national advertisers, who are more inclined to stay on the air throughout the year instead of taking chances on again grabbing preferred time following a lay-off. He also said that radio now gets 10 per cent of every dollar spent for advertising in all media.

From here, Witmer goes to San Francisco, accompanied by Syd Dixon, coast sales head, before returning to New York.



GUEST-ING

EFFIE SHANNON, ROBERT WEEDE, VIRGIL BINGHAM and AL PORIS, blind piano team, and LOUISE FLOREA and JIMMY BLAIR, on "Hammerstein Music Hall," Jan. 28 (CBS, 8 p.m.).

MILTON BERLE, KENNY BAKER, VICTOR MOORE and ANN MILLER, in "Radio City Revels," on "Hollywood Hotel," Jan. 28 (CBS, 9 p.m.).

NADINE CONNER, on Coca Cola "Song Shop," Jan. 28 (CBS, 10 p.m.).

JOHN CHAMBERLAIN, critic, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). CARL CARMER, author, same program, tomorrow; HARRY HANSEN, critic, Jan. 26.

COL. STOOPNAGLE, on "Cheer Up America," Jan. 26 (NBC-Red, 7:45 p.m.).

HELEN KING, on "Hobby Lobby," Jan. 26 (CBS, 7:15 p.m.; WOR, 10:30 p.m.).

LOIS WILSON and CLARENCE MUSE, on "Thirty Minutes in Hollywood," Sunday (MBS, 6:30 p.m.).

LOU GEHRIG, ROBERT YOUNG and FLORENCE RICE, on "Good News of 1938," Jan. 27 (NBC-Red, 9 p.m.).

KATE SMITH, on "We, the People," Jan. 27 (CBS, 7:30 p.m.).

BENNY GOODMAN QUARTET, on "Saturday Swing Club," Jan. 29 (CBS, 7 p.m.).

MARGARET BOURKE-WHITE, on "By Popular Demand," Jan. 29 (CBS, 9:30 p.m.).

EVELYN HERBERT, on "Hit Parade," Jan. 29 (CBS, 10 p.m.).

MARY ASTOR and RICHARD ARLEN, on "Your Hollywood Parade," Jan. 26 (NBC-Red, 10 p.m.).

JOHN L. HORGAN, hotel manager, on Dale Carnegie program, Jan. 25 (NBC-Red, 10:45 p.m.).

Sings on 5 Stations in Week

Bob Murray, vocalist, was heard in programs over five stations last week. He appeared on WABC, WHN, WOR, WNEW and WMCA. Murray sang over three different stations Thursday — with "The Instrumentalists," WABC; "To the Ladies," WHN, and with Merle Pitt's orchestra on WNEW.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER
Week ending Jan. 21.

● ● ● **Saturday....Learn that a contemporary, Edgar Thompson, radio editor of the Milwaukee Journal and exponent of WTMJ's "Behind the Mike," which brings name actors as guests from Chi, has been given the Catholic Action Award by the St. Rose Newman Club.**

● ● ● *Sunday....To Carnegie Hall for the Benny Goodman concert and find the place being picketed. Inside we spot Jay Freeman looking for his seat, Jack Miller sitting with songpluggers, Eddy Duchin swaying to swing, Mr. and Mrs. Jack Robbins entertaining Howard Phillips, Buddy Green and Willie Horowitz. In the next box is Henry Fonda and his wife doing a bit of "shagging" while Richard Rodgers stops in amazement....Later at the Essex House "informal"opening for Rudy Friml Jr. we meet for the first time the Julian T. Abeles—with Mrs. Abeles dubbing her husband "the singing attorney"....Past 3 a.m. we drop into Leon & Eddie's and encounter Eddie Garr, Joe Lewis, Monie Hellinger and Sidney Piermont, who tells us that Nick Kenny is booked into the Loew's State....A look-in at the Famous Door brings to our eyes Morton Downey with some music men.*

● ● ● **Monday....Hear that Rev. R. J. Barber, who conducts a show over WBTM in Danville, Va., and who likes to be called "The County Parson," became "The Marrying Parson" when a young couple entered the studios prior to his daily show and expressed a desire to be wed right away—which was done just a few minutes before his broadcast.**

● ● ● *Tuesday....The snow and rain prompted us to go out and purchase our first pair of rubbers—only to leave the store and find that the streets have dried up considerably....Ralph Wonders informs us of his plans to leave Rockwell-O'Keefe and taking Mickey Aldrich and Betty Finley along....Roy Wilson refuses to comment on Tommy Riggs' picture deal.*

● ● ● **Wednesday....A crowd in the Tavern for the cocktail hour includes Ted Husing, Betty Lawford, Judy Starr, Teddy Powell, J. C. Flippen, and Bill Corum, who is to be feted by the Friar's Club (tonite) at the Astor—which will bring out every one in town....Louis Sobol enters with his wife for dinner....Because we were conspicuous by our absence from the Casa Manana opening the nite before, we drop backstage to say hello to Wini Shaw and Oscar Shaw....To the Essex House's FORMAL opening we spot Ralph Wonders, Henry Spitzer, all the music boys, and some one starts the game of "I wonder whatever became of——." Some one substitutes the name of "Whatever became of the Phantom Troubador?" —and everybody wonders....Another visit to the Famous Door—this time for a novel reason—an opening of a new song by Louis Prima which is an event. It's Teddy Powell's new ballad, "Bewildered," introduced a week ago by Tommy Dorsey....City Editor George Clark of the Mirror is there with Jessie Briegan, who is in charge of the President's Birthday Ball in N. Y.**

● ● ● *Thursday....Duke Ellington is now making arrangements for a concert at Carnegie Hall. Wonder what Brahms, Bach and Beethoven would say if they could only talk today?....Over at the Kate Smith rehearsal we learn that Tom Lewis of Young & Rubicam wrote the Richard Barthelmess and Francis Lederer scripts.*

● ● ● **Friday....We spot Richard Himber leaving town with his suitcase which bears the initials "R. H." but no "MR."....Understand that Dewey Bergman is being made to wave a baton for R-O'K.**

TOTAL EXPENSE: 98 cents, including sales tax for rubbers!

AUDITOR'S REMARKS: Request denied....Why buy rubbers when you're going south next week!

AGENCIES

NEWTON R. BARRETT, executive director of the radio department at Reiss Advertising Inc., is handling script and show on the new Sunday Italian variety show which Reiss is producing over WOV for California Grape Wine Products and J. J. Kurts & Sons Furniture Stores. Program started yesterday, at 4:30-5:30 p.m., with Jack LaRue as guest star. Giulio Occhiboi directs the orchestra, with Charles Motta as emcee, Claudio Friggerio, baritone, and Lycia Orsini, lyric soprano, also in the talent lineup.

GEORGE TORMEY, radio department executive of Blackett-Sample-Hummert in New York, has been elected a vice-president of the firm. Tormey was at one time with Lord & Thomas.

WHAS Tribute Today

A tribute to radio's part in alleviating the suffering caused by the great Louisville floods a year ago will be broadcast over CBS and NBC today at 12 noon with Admiral Cary T. Grayson and Frank R. McNinch among the participants. A portion of the program will originate in station WHAS, Columbia's outlet in Louisville, which played such a vital part in keeping the stricken city in communication with the outside world when the flood waters raged through its streets a year ago. Barry Bingham, owner of WHAS, will speak briefly. The musical portions of the broadcast will also originate at WHAS. Dr. Grayson and McNinch will speak from Washington.

Newart Renews Sullivan

Chicago—John L. Sullivan's recent description of the Transcontinental Roller Derby twice nightly over WIND was such a good job that Newart Co., sponsors, signed him for the next Derby in April.

Newart also has renewed Sullivan in his WAAF series, "Deserving of Credit," wherein Sullivan brings worthy persons to the mike. Malcolm-Howard is the agency.

"Gang Busters" in Book Form

"Gang Busters," the Phillips H. Lord radio production, will shortly appear in a series of books published by Whitman Publishing Co. Deal was set by Bernard Schubert of the Lord office.

"Time" Advances Time

"March of Time" program on NBC-Blue, now heard at 8:30 p.m. Thursdays, is moving up a half hour to 8 p.m. starting Jan. 27.

TRY RADIADS
THE BETTER COMMERCIAL ANNOUNCEMENT SERVICE
WRITE FOR SAMPLE
RADIAD SERVICE
6149 KENWOOD AVE. CHICAGO, ILL.

PROGRAM REVIEWS

"Music for Fun"

New CBS series, Fridays at 6-6:30 p.m., is part of the network's group of children's program. With Howard Barlow conducting the Columbia Concert Orchestra, this "Music for Fun" program brings to the mike each week a different juvenile guest who is interviewed and told musical stories by the emcee, William Speer, interpolated with playing of the numbers. Works of noted composers thus are made both fascinating and palatable for the young mind. It is a fine way of combining fun with education.

Others in this group of children's programs are the "Dear Teacher" question-and-answer games conducted by Madeline Gray, now heard Mondays and Wednesdays at 6-6:15 p.m., and Nila Mack's "Let's Pretend," dramatized fairy tales, which recently switched to Tuesdays and Thursdays at 6-6:30 p.m. Both continue to be excellent presentations of their kind, serving a good dual purpose.

Kate Smith Hour

With a skit that was nicely fitted to his talents, Francis Lederer, the stage and screen star of Czech origin, provided some very pleasurable moments on the Kate Smith hour over CBS last Thursday night. He appeared in the role of a gardener devoted to a little crippled girl, whose faith in him, when wrongly accused of stealing a woman's bracelet, brought about his release and a romance with the owner of the bracelet. Lederer has charm on the air as well as on stage and screen. The important part of the crippled girl was beautifully handled by Estelle Levy, an unusually gifted little actress. Margaret Bourke-White, photographer, was another guest of the program and delivered a highly interesting interview. Rest of the show okay as usual.

"Book-of-Month Club"

Last Thursday night's program of the Book-of-the-Month Club concert, heard seven days weekly on WQXR, had the personal appearance of the Perole String Quartet, popular concert group that has seldom been heard on the air. For the audience of select tastes to which the station caters, this is choice musical fare. Incidentally, the idea of a musical program of this type as an advertising vehicle for a book sponsor ought to be a pretty good bet, since listening to good music and reading a good book is already a very popular combination pastime. The prominent authors and critics who appear as guests on these programs also are an interesting bunch.

Briefly

Molly Picon displayed a wide range of talent in her diversified entertainment over WMCA last Friday night for Maxwell House Coffee. Highlight was Miss Picon's skit, "I Give You My Life," in a Topsy vein. Program as a whole is the type of human, disarming entertainment that undoubtedly satisfies its Jewish-American field.

James Roosevelt is another member of the F.D.R. family who has decided talents as a commentator. He demonstrated it last Thursday night on "America's Town Meeting of the Air" over NBC-Blue.

Those Cities Service concerts, Fridays on NBC-Red, roll merrily along as an always satisfying musical program of the better yet popular type. Lucille Manners, soprano; Robert Simmons, tenor, and the Revelers quartet, with Rosario Bourdon as conductor have been doing some excellent service for Cities.

John Barrymore, making a couple of guest appearances the past week, made a lot of listeners wish he'd get back on the air regularly. He made a grand emcee on Friday's "Hollywood Hotel" over CBS.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

NEW BUSINESS

WGN, Chicago: Richman Bros. Clothes, time signals, through McCann-Erickson; United Drug, "Rexall Coast-to-Coast Frolic," five special ETs, through Street & Finney.

WHN, New York: United Drug, "Rexall Frolic."

WPTF, Raleigh, N. C.: Household Magazine, recipe contest, three five-minute programs weekly, two weeks; Zanol, Albert Mills; Pet Milk, "The Milky Way"; United Drug, "Rexall Frolic."

WBT, Charlotte: Olson Rug Co., on "Musical Clock," thrice weekly.

WTMJ, Milwaukee: Bulova Watch, station breaks, through Biow Co., N. Y.; Procter & Gamble (Dreft), "Kitty Keene," ETs, through Blackett-Sample-Hummert, Chicago; United Drug, "Rexall Frolic"; Penn Tobacco, "Rhythm Rascals," through Ruthrauff & Ryan, N. Y.

California Radio System: Lady Alycia Cosmetics and Hollywood Health Magazine, three morning shows weekly from KYA studios in Oakland, through Frank E. Cox agency, Oakland; Kruchen Salts, "Dr. Friendly," five weekly for year, through Stack-Goble, N. Y.; Progressive Optical Co. of Calif., Sunday afternoon series from KYA, S.F., through Allied Advertising Agencies, S.F.; Voters Council of Calif., 52 weeks, through Frank E. Cox agency.

KSFO, San Francisco: Crowell Pub. Co., Woman's Home Companion, "Jean Abbey," through Geyer, Cornell & Newell; Procter & Gamble (Dash), through Pedlar & Ryan; Philips Milk of Magnesia, "Stella Dallas," through Blackett-Sample-Hummert; Progressive Optical System, through Allied Adv.

WQAM, Miami: Wesson Oil & Snowdrift Sales Co., time signals.

NBC Daytime Revenue Up 34 Per Cent in '37

(*Continued from Page* 1)

nine new daytime accounts on the NBC webs during 1937. As of Jan. 14, 1938, 23 national advertisers had 56½ hours of daytime hours under contract.

Operas on WNYC

WNYC is going in strong for airing of recorded operas. "Iolanthe" will be aired Jan. 27 at 2 p.m., Act II of "Die Walkure" on Jan. 30 at 10:15 p.m., "Pagliacci," Feb. 1 at 2 p.m., "The Mikado" on Feb. 3 at 3 p.m. and "Otello" on Feb. 5 at 1:30 p.m.

Sales Directors to Meet Next Saturday in Albany

(*Continued from Page* 1)

Ten Eyck, Albany, it is announced by Charles F. Phillips, commercial manager of WFBL, and division chairman of the second district of the national organization.

An open-discussion docket will be maintained, with no long-winded formal speeches. Transcriptions, compensation of salesmen, division of commissions between national reps and local time sellers, and other problems will be taken up. Also formation of mutual plans for utmost profitable utilization of the local musicians situation. William T. Lane, former radio commercial manager and now head of a Syracuse advertising agency, will be among the discussion leaders.

Parley is open to all station officials interested in sales.

Sponsors Renew KCKN Quiz

Kansas City, Kan.—KCKN's "Quizzer Court," sponsored by seven firms, has proven so popular and effective that six of the companies renewed for another 13 weeks. The seventh was a seasonal business. A new firm quickly picked up the open position.

Syndicating Comedy Spots

Syndication of comedy spots for local variety shows will be started shortly by Universal Radio Programs Inc. Firm has acquired a large gag and situation library and plans to release three spots for emcee and announcer and three comedy blackouts weekly, according to L. N. Marks, v.p.

Kyser's "Kollege" Mail

Chicago—Kay Kyser's "Kollege of Musical Knowledge," which has been bought by American Tobacco Co. to start Feb. 1 on Mutual, has been drawing 7,500 letters weekly. Show, aired Monday nights from Blackhawk Restaurant, will be renamed and broadcast from WGN studio before audience at 8-8:45 p.m. EST.

ORCHESTRAS MUSIC

CAB CALLOWAY and his orchestra conclude their engagement at the Cotton Club in New York on or about March 9 and will follow Benny Goodman and his band at the New York Paramount Theater for two or possibly three weeks. Then his hide-highness of ho-de-ho will commence an extended theater tour.

Duke Ellington is writing the score for the next floor show at the Cotton Club in New York. The Duke and his orchestra will be featured in the new revue, which will have its premiere on or about March 11. Irving Mills and Irving Gordon are collaborating with Ellington on the book and score. Ellington also is assembling material for his concert in Carnegie Hall later in the Spring, and probably will augment his famous orchestra with a huge vocal choir.

Irving Mills will return to the Pacific coast in about thre weeks to establish his new Hollywood office.

The Hudson - DeLange orchestra will spend the month of February in the New England states, playing one-nighters for Charlie Shribman.

Sid Phillips of London, arranger for Ambrose, is in New York and has signed contracts with Irving Mills.

"Square Dance for Egyptian Mummies" is the title of the latest opus from the pen of Raymond Scott, whose quintet continues to amaze Hollywood.

Harry Moss, manager of the new dance band service department for Mills, for seven years edited and published a magazine called Dance Review.

Lee Grant and his orchestra, who are heard daily on WMCA's "Grandstand and Bandstand" commercial, have been given two additional programs on that station by the same sponsor. Both programs are heard on Sunday; "Music As You Like It" at 1:30-2 p.m. and "Music In The Grant Style," 6-6:30 p.m.

Zinn Arthur and his orchestra have been signed to appear in a musical short to be produced by Warner Bros. Arthur and orchestra are currently appearing at Roseland.

Six-piece orchestra has been engaged by WOWO-WGL, Fort Wayne, comprised of Jeanne Brown, director, piano and accordion; Karl Conners, violin; Wade Verwiere, cello; Dick Galbreath, guitar, Tom Longsworth, bass viol, and Norman Carroll, piano.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

Los Angeles

CHARLES NORMAN and Joseph Kay of NBC's engineering staff in New York, have been transferred to Hollywood, along with Marvyn Adams, from San Francisco, making a total of 21 engineers functioning at NBC locally.

"Men In The News" will be a regular Friday feature over KFWB at 8 p.m., replacing "Sports Slants." Bruce Jordan will be commentator on the new program.

Everett L. Jones, opera and concert publicist, has joined Hal Rorke's publicity crew at CBS, coincident with the added duties of the office in handling publicity of artists represented by Columbia Management, Inc., the CBS booking subsidiary under direction of Art Rush.

A. C. Lyle, Jr. is a new 19-year-old commentator on KEHE's "Young Hollywood" program, Saturday mornings at 11:15.

WCBS, Springfield, Ill.

Program department under John J. Corrigan has started four new ET shows—"House of Peter McGregor," "Eb and Zeb," "The Cub Reporter" and "Stars Over Hollywood" with Lila Lee.

H. L. Dewing, president, is elated over the signing of six new accounts last week.

"Meet Myrene," new women's program, is catching on fast and big. Studio audiences, as well as listeners, are taking to auburn-haired Myrene.

Station has almost sold out its night time. Only about an hour and a quarter is available for the next year.

Announcer John Connelly is now handling all basketball broadcasts.

"Stooge" Blanchard is making a lot of new friends as the "Tavern Reporter," dance remotes, each night at 11-11:30.

WPTF, Raleigh, N. C.

Donald Ebaugh is director of the newly established studio orchestra, using staff musicians as the basic unit.

B.C. Remedy Co. and Stanback Co., both making headache powders, have renewed for a year.



Greetings from Radio Daily

January 24

Alwyn Bach, Oscar Bradley, George Marshall, Durante, Leo Fitzpatrick, Anne Jamison, Milton Kaye, Nick Toce, Jay Wesley

☆ PROMOTION ☆

Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail, newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broadcasts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

Soo Listeners Squawking For Coverage from CBC

Sault Ste. Marie, Ont.—With Canadian Broadcasting Corp.'s 50,000-watt transmitter now on the air for several weeks, and still no CBC coverage of the area in the offing, radio listeners here are raising a lusty shout to bring the government sponsored programs within hearing distance. Led by the radio dealers of the area, formation of a Radio Listeners League is in the offing. Meantime a strong petition is being circulated which will be forwarded this week to the Canadian broadcasting commission. Numerous letters are being showered on Harry Hamilton, M.P., to bolster the case and to urge him to use his influence with CBC.

Except in rare instances, no day radio is available in Sault Ste. Marie area except from the local station, CJIC. In the evening some American stations can be heard, and in very few cases the new CBL station, Toronto, comes in. The situation is very irking to Sault listeners, who contribute many thousand dollars annually to the commission.

WBBM Aviation Broadcasts

Chicago — Aviation's spectacular growth to a major industry is being portrayed in three special WBBM broadcasts dedicated to Chicago's International Air Show, which opens Jan. 28 at the International Amphitheater.

Boake Carter to Speak

Boake Carter, Philco - CBS commentator, goes to Washington for a talk tomorrow night at Constitution Hall under auspices of the Washington Forum on the subject of "Editorializing the News."

WDBO Staff Changes, Promotions and Additions

Following changes, promotions and additions to WDBO staff are announced by Harold P. Danforth, manager:

Charles Batchelder, announcer, promoted to producer; James H. Knox, formerly of WTOC, Savannah, relieves Roger Brown as manager of the extension studio in De Land; B. Geneva Burnett of Bristol, Tenn.-Va., joins as continuity writer; Ken Randolph formerly of WMBR, Jacksonville, returns as advertising solicitor; Walter Kimble appointed musical director and organist, heading a new staff orchestra composed of Ruth Bogenrief and Howard Kamper, violins, Catherine Courtney, cello, A. G. Dietrich, bass, Annie Laurie King, piano.

Ad Lib Taboo at WLBC

Muncie, Ind.—Ad Lib is now taboo at WLBC. New program policy has been inaugurated by Donald Burton, owner. All programs whether sustaining or commercial are now full fledged productions with continuity furnished for each. All programs and music are carefully checked before going on the air and with the exception of two remotes of the question and answer variety, station now has new policy in full force.

George Griffin Signed

George Griffin will be featured in a series for Harvey-Whipple (Mastercraft oil burner) on WJZ starting March 22 at 7:45-8 p.m. Willard G. Myers is the agency.

"Crime Club" Books for Radio

Bernard Schubert, in association with Carrol Case of General Film Co., is offering the radio rights to "Crime Club" book series published by Doubleday, Doran Inc.

Chicago

AL HOLLENDER, WJJD and WIND publicist is prolonging his Texas vacation and going on down into Mexico for a few days.

Tenor Driskill Wolfe of WAAF is back at work after a vacation in Miami.

M. E. Dietetic Laboratories (Soft Kurd Milk) is sponsoring six newscasts a day on WCFL through Reincke, Ellis, Younggreen & Finn agency.

John Bay of NBC staff got his hands caught in mimeograph machine gears and has been laid up at home recovering.

Sydney Strotz, NBC program and artists service manager, is back at desk after several days illness.

John Baker, NBC tenor, has been made a member of the Burlington (Wis.) Liars Club.

Marge Kerr, vice president of Tom Fizdale Inc., in charge of local office, is in the hospital again. She recently got out following an appendicitis operation.

Harry Mason Smith of Radio Sales is vacationing in Miami.

W. H. Stein, vice president of MCA, plans to vacation in Havana and Jamaica starting around Feb. 1.

Ralph Atlass returned from business trip to New York.

Charles Barney Cory, handling publicity for McCann-Erickson, has a new Leica and is stalking celebrities.

Howard Mayer, radio publicist, and wife are back from a month's tour of Mexico and Caribbean cruise.

WJSV, Washington

Elinor Lee, home economist, who conducts the "Aladdin's Kitchen" programs, returns today from Mansfield, O., where she attended meetings of National Conference of Home Economists.

Larry Elliott, who pinch hit for Elinor Lee last week, brought to the mike the "Seven Dwarfs," mighty midgets who are touring the country in connection with Walt Disney's cartoon film, "Snow White and the Seven Dwarfs."

Arch McDonald, sports announcer and baseball broadcaster extraordinary, has been acclaimed by Clark Griffith, prexy of the Washington Senators, as the "world's champion eater."

Margaret Richardson, secretary to Arthur Godfrey, is back from a visit to her mother in Raleigh, N. C.

WANTED: A RADIO STATION

Station manager now with major network affiliate wants a station that needs a real live-wire manager whose 7½ years of radio experience qualify him to handle the toughest job it has.

Write Box A-124, RADIO DAILY, 1501 Broadway New York City

This is the Book that will soon be on the desks of RADIO EXECUTIVES EVERYWHERE and stay there EVERY DAY THROUGHOUT 1938



COVERING RADIO COMPLETELY

a full year in the making — 1000 pages — Stations — Networks — Sponsors — Programs — Statistics — Television — Technical — Educational — Literary — Cultural — Foreign — Agents — Talent — Representatives — 1001 other things

NOW GOING TO PRESS – READY NEXT MONTH

. . distributed complimentary to Radio Daily Subscribers as part of Radio Daily Service.

Copyright Fees Reflect Higher Canadian Activity

(Continued from Page 1)

tions to a total of $83,081, as compared with a total of $70,000 in 1937. Increase is not due to any boost in fees but to the fact that there are now more stations than a year ago. Montreal has five stations instead of four; Regina has two instead of one; Vancouver has eight instead of six, and in Manitoba an additional station has been established in the town of Flin Flon, where International Nickel mines are located.

The appeal board's report also reveals the number of radio receiving sets in the Dominion now totals 1,037,201, an increase of 196,577 over 1937.

The report shows that Ontario, with 424,137 sets, has approximately 41 per cent of all the receiving sets in the Dominion. Quebec with 240,102 sets is second. Sets allocated to the seven other provinces for 1938 are given as follows: Nova Scotia, 40,938; New Brunswick, 27,254; Prince Edward Island, 3,282; Manitoba, 69,861; Alberta, 72,458; Saskatchewan, 68,193; British Columbia, 91,976.

CANADA

Betty and Frank return to the air today over CKY, Winnipeg, Mondays at 7:15 p.m.

Howard Bedford's "Clippings," poetry and philosophy program on CKNX, Wingham, Ont., is being extended to four times weekly in a new morning spot. Show is in its fourth year.

CKNX plans to open a branch office for nearby towns of Walkerton-Hanover. Station's news department already has a correspondent there.

Ukelele Bill's Hillbillies, CKNX unit, booked for personal appearances six nights weekly until middle of Feb.

Dorothy Norton, CBC pianist recently in Calgary, has moved to Montreal to join her husband, Jack Norton, violinist. CBC has lifted the ban on Rev. Father Lanphier and St. Michael's Radio League, Toronto, who are permitted to return to the air, but Rev. Morris Zeidman of the Protestant Radio League is still under suspension, with the result that Protestant League officials are charging BBC with discriminating against them.

ONE MINUTE INTERVIEW

WILLIAM H. APPLEBY

"Radio advertising has withstood the test of time with 'hooks' of every description injected into programs, from package tops to mental telepathy and has emerged with flying colors. Radio is now an accepted advertising medium and therefore, the listener's habits are questions of psychology for the advertising profession to determine. The popularity of programs will rest upon the amount of 'human appeal' injected by their creators."

☆ Coast-to-Coast ☆

THE "There Was a Woman" program, sponsored by Glass Container Ass'n over NBC-Blue on Sundays at 1:30 p.m., will broadcast a Nathan Hale story next Sunday. Plans also call for episodes from the lives of Alexander Hamilton, Louis Pasteur and P. T. Barnum. Yesterday's incident dealt with the wife of Marco Polo. Arlene Francis, Broadway stage luminary, played the leading role, supported by Carl Swenson, William Johnstone, Betty Garde, Chester Stratton and Edward Jerome. Miss Francis will have the lead in most of the forthcoming "There Was a Woman" broadcasts.

Helena, Baroness von Polenz, who made her debut as a featured guest artist on Palmolive's "Hilltop House," is being auditioned for a permanent spot on one of the network shows.

Three major newsbreaks, each with wide local importance, and two with international importance, gave CJIC, Sault Ste. Marie, Ont., an excellent opportunity for local news coverage during a five-day period. First was an inquest into the death of Helen Grier, with verdict determining the possibility of Vernon Spencer being held on a murder charge. Also of national importance was the decision of the Sault Ste. Marie police commission that the entire police force be asked to resign. A motor accident in which one person was killed and three others seriously injured was the basis of the third newsbreak, CJIC giving the first flash 20 minutes after the accident. CJIC was also able to give its listeners the flash on the Samoan Clipper disaster hours before the newspapers.

"Air Adventures of Jimmie Allen," serial transcription program, has been placed by Russell C. Comer Radio Productions, Kansas City, on WSMB, New Orleans, in behalf of A. S. La Nasa's Bakery Inc.

Gertrude Wilkerson of the KCKN (Kansas City, Kan.) staff and Robert Stahl of KFYO, Lubbock, Tex., were secretly married Jan. 5, at Liberty, Mo. Mrs. Stahl is one of KCKN's most talented staff members — is Auntie Bliss of the "Auntie Bliss Entertains" series — Kay Irving of "Women in the News"—and also conducts a poetry and song program under the title, "Sophisticated Lady." She will continue her work at KCKN.

Kati Cuff, publicity director for Standard Radio's Chicago offices, is ill of pneumonia in Heroitan Hospital.

Christie R. Bohnsack, program director of WNYC, was let out last week for allegedly being absent without leave and failure to cooperate. Bohnsack denied the charges and questioned legality of the dismissal. He held his job under civil service.

Chase and Ludlum's offer of free tickets to any sporting event for selected questions submitted by listeners to the "Sports Question Box," Saturdays at 6:35 p.m. on WEAF, does not include transportation or other expenses, the conductors of the program point out.

President Roosevelt will be heard over all networks next Saturday at 11:30 p.m., on the occasion of the President's Birthday Balls throughout the country.

Due to his current commercial commitments, baritone Buddy Clark has temporarily discontinued his CBS Monday night "Buddy Clark Entertains" series. Clark is currently heard on three sponsored programs each week via NBC and CBS.

The Four Grand male quartet, once featured in the "Ziegfeld Follies," will be heard twice weekly over WHN starting today with George Vincent and Orchestra. The boys are David Sorrin, basso; George Fulton, first tenor; Gene Newcomb, baritone; and Jack Leslie, second tenor. They will be heard every Monday and Wednesday at 6:45 p.m.

Buddy Manners, blues singer, will return to WHN for the first time since her departure two months ago when she is heard with Don Albert's orchestra this afternoon at 3:15-3:30 p.m.

PITTSBURGH

Johnny Long's (Duke University) Orchestra succeeds Ray Pearl at Bill Green's (Mutual network) spot next Wednesday night.

Dick Stabile playing one nighters in this territory after return from honeymoon in Miami. His wife, Gracie Barrie, remained in Florida on a professional engagement.

KQV temporarily holding up radio-music settlement here. Station wants to use Luke (WJAS) Riley's Band, occasionally. Union says no; KQV must have full time band under another leader.

PHILADELPHIA

Tom Rhodes, former member of Philly police force, from which he resigned to adopt a singing career, is now heard over WDAS as the Singing Policeman.

Gene Edwards of WDAS announcing staff, who had a lonely assignment on the Sunday evening all-remotes, now has a 15-minute stretch during which he muses aloud to the mike, with musical background.

Edward A. Ford has been appointed chief maintenance engineer for KYW, Philadelphia.

Erwin, Wasey & Co. Led In Business on Mutual

(Continued from Page 1)

third on Mutual with $125,573. Blackett-Sample-Hummert is in fourth place. Mutual revenue during 1937 was derived from 53 agencies. Complete list follows:

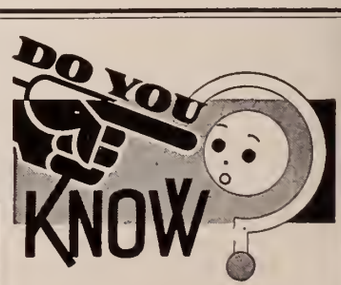
Erwin, Wasey & Co.	$224,611
Brooke, Smith, French & Dorrance	224,229
Ruthrauff & Ryan	125,573
Blackett-Sample-Hummert	117,665
Franklin Bruck Adv.	98,633
R. H. Alber & Co.	96,556
Charles Dallas Reach	91,774
William Esty & Co.	91,101
B. B. D. O.	88,208
United States Adv.	85,185
Baggaley, Horton & Hoyt	79,028
Kelly, Stuhlman & Zarndt	69,064
J. Walter Thompson	67,727
H. M. Kiesewetter Adv.	63,818
Young & Rubicam	57,902
Albert M. Ross	54,731
Scholtz Advertising	46,411
Thompson Koch	44,660
Roche, Williams & Cunnyngham	40,031
H. W. Kastor	33,462
Redfield-Johnstone	32,466
Luckey Bowman Inc.	30,815
Cecil, Warwick & Legler	28,587
Howard E. Williams	20,811
Dorland International	19,632
Presba, Fellers & Presba	18,005
Vanderbie & Rubens	17,451
N. W. Ayer & Son	16,720
Stack-Goble	16,610
Hanff-Metzger of Ill.	16,080
Russell M. Speeds	12,720
Benson & Dall	12,512
Hays MacFarland	12,398
Badger, Browning & Hersey	12,004
Rogers & Smith	10,927
Peck Advertising	10,436
Brown & Tarcher	9,761
The Biow Co.	7,858
Mitchell-Faust	7,644
Aubrey, Moore & Wallace	6,360
Lord & Thomas	5,600
Fisher, Zealand	5,072
Fulton, de Garmo & Ellis	4,745
Kirtland Engel	4,284
Chambers & Wiswell	4,278
Critchfield & Co.	4,100
Small & Seiffer	4,050
Weston-Barnett	3,744
Ben Rocke Productions	3,288
Reincke, Ellis, Younggreen & Finn	3,120
Fairfax Adv.	2,283
Frank Presbrey	1,224
Leighton & Nelson	600

Spitalny Signs Newcomer

Cleveland—As a result of her appearance on Cleveland Street Railway's "New Names" program over WHK, Dotty Masek, accordionist, has been signed by Phil Spitalny for his all-girl orchestra.

Schmeling Fight on Mutual

A blow-by-blow description of the Max Schmeling - Ben Foord heavyweight bout from Hamburg, Germany, will be heard exclusively over WOR-Mutual next Sunday at 10:30-11:30 a.m.



WGN, Chicago, and station artists received an aggregate of 1,500,000 pieces of mail in 1937.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 17 NEW YORK, N. Y., TUESDAY, JANUARY 25, 1938 FIVE CENTS

B-S-H Led Agencies on NBC

Looking On

.... AND LISTENING IN

AT RANDOM Production of a one-hour, or even a half-hour, variety or dramatic program for radio is fairly equivalent to staging a first-night in the theater. But whereas theater producers work for weeks on a single show, many radio producers put on two or three "first-nights" each week. That's one reason for so many inferior air programs.

One reason radio advertising is preferable to magazines in a great many cases is because readers of a periodical may skip over or miss a lot of advertisements—which are packed far thicker in publications than commercials on a radio program—but anybody listening to an air show can't help hearing the sponsor's message.

Why is it that more than half of the dramatic playlets on the radio are the same old trite cops-and-robbers stuff over and over?

There is a chance for a measure of fame to be achieved by a radio gossiper who has the courage and ingenuity to avoid Hollywood chatter entirely — or would that be carrying originality too far?

No plan for education broadcasts can be very successful unless the planning board includes representatives of the classes who are to be "educated" as well as the professors and others who are to do the educating.

The Crowell Publishing Co. campaign to discredit radio reminds us of the time when vaudeville and legitimate theaters were fighting the movies, calling them a fad that wouldn't last, steadfastly declaring "shadows" would never supplant "flesh"—and all the time it was happening! —D. C. G.

Pay for Ideas

Philadelphia—In an effort to discover new ideas that can be used in broadcasting, WIP has offered to pay employees for acceptable suggestions. Ideas may be either for a single broadcast or for a series, and can be submitted in brief or in detailed form. Station also has increased new talent auditions to two days weekly. Try-outs are aired.

TELEVISION PRIVILEGES IN A. T. & T. FRANCHISES

Television will probably be transmitted first by telephone lines, and to this end A.T. & T. subsidiaries are having television privileges included in franchises, according to E. F. McDonald, president of Zenith Radio Corp., in a statement on television Sunday night over CBS. Speaking on Zenith's regular program, McDonald scoffed at the talk that commercial television is near. Technical

(Continued on Page 6)

Holliway Sees Television Limited to Short Range

West Coast Bureau, RADIO DAILY

Los Angeles—Television is neither near at hand nor will it be possible to send programs more than a few miles if there are any hills, buildings or other obstacles in the way, according to Harrison Holliway, g.m. of KFI-KECA, who has been a broadcasting authority for 25 years and

(Continued on Page 6)

Recommends for KCMO In Midwest Applications

Washington Bureau, RADIO DAILY

Washington — In a three-part report involving applications of KCMO, Kansas City, for power boost, request of KFOR, Lincoln, for power boost and application of L. L. Coryell & Son, Lincoln, for a new station, all on 1450 kcs., FCC Examiner George H. Hill has recommended granting the KCMO application and denying the other two. This would give KCMO 5,000 watts day and 1,000 watts night, with regional instead of local classification. Station now has 100 watts.

Fitzgibbons Appointed CSBS Sales Manager

Omaha—L. O. Fitzgibbons, formerly traffic manager for KOIL, is now general salesmanager of the Central States Broadcasting System, which operates KOIL here and KFAB and KFOR, Lincoln. Paul Hamman remains as national sales director of the system.

WGRN Resuming Feb. 1

Granada, Miss.—WGRN, local 100-watter, off the air temporarily while new equipment is being put in, hopes to be ready to broadcast again by Feb. 1.

Billings of $5,086,667 Placed in 1937 by Blackett-Sample-Hummert on Red and Blue Webs—Other Figures

Millenium

West Coast Bureau, RADIO DAILY

Los Angeles—KMPC reports that Charles Sweet, Hollywood furniture merchant, sponsoring George Wood in "The Children's Party" over that station, has objected to length of the commercials on his Sunday program.

Blackett-Sample-Hummert, which bought a total of $10,361,446 of radio time in 1937, was year's leading agency on NBC with a gross billing of $5,086,667. J. Walter Thompson placed second with a total of $4,209,169. Lord & Thomas, Compton, and Young & Rubicam followed in that order. RADIO DAILY estimate of the leading NBC agencies follows:

Blackett-Sample-Hummert	$5,086,667
J. Walter Thompson	4,209,169
Lord & Thomas	3,606,722

(Continued on Page 6)

HOLLINGBERY PURCHASE FAILS TO GO THROUGH

Deal between George P. Hollingbery and Mrs. Jeanne Craig for the purchase of the New York office of Craig & Hollingbery fell through last Thursday. Mrs. Craig, according to Hollingbery, refused to go through with the deal after a contract was signed and delivered.

Hollingbery had agreed to purchase

(Continued on Page 6)

Facsimile Too Costly, Says Elliott Roosevelt

Oklahoma City — Facsimile reproduction of newspapers can never give much more than headlines and is too expensive to become a serious competitor of newspapers, said Elliott Roosevelt, president of Hearst Radio,

(Continued on Page 6)

Southern Sales Directors Meets Jan. 31 in Atlanta

Atlanta—Broadcast Sales Directors of the fifth district meet next Monday in the Henry Grady Hotel to discuss problems and suggestions which will be presented to the NAB convention in Washington next month. Chairman Maurice C. Coleman, WATL manager, will preside at the local meet.

WOPI Re-elects

Bristol, Tenn.-Va.—Officers of WOPI, including W. A. Wilson, president-treasurer, W. G. Keys, v.p., and E. M. Woolsey, secretary, were re-elected at last week's annual meeting of stockholders. A 5 per cent dividend on common stock was declared.

MIDWEST SALES HEADS MAP RECOMMENDATIONS

Kansas City — Forty executives from 22 stations in Missouri, Iowa and Kansas attended regional meeting of Broadcast Sales Directors here and drew up a schedule of recommendations to be submitted to the national committee of sales directors which is preparing resolutions for presentation before the NAB convention next month. John J. Gillin Jr.,

(Continued on Page 6)

Furgason Signs WFLA On National Rep Basis

Gene Furgason & Co. has been appointed national representatives of WFLA, Tampa, effective immediately. Station had already been represented by the Furgason Chicago offices and the inclusion of the New York office gives it national scope. WFLA was formerly represented by Craig & Hollingbery.

No KABC Sale

San Antonio—Henry Lee Taylor, co-owner of KABC with R. E. Wilson and Mrs. Thurman Barrett, has confirmed that sale of station to Elliott Roosevelt has been abandoned following expiration of Roosevelt's 90-day option. Active ownership will be retained by present group. Station moves into spacious quarters in the Milam Building on Jan. 25.

RADIO DAILY

Vol. 3, No. 17 Tues., Jan. 25, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y. under the act of March 3, 1879.

FINANCIAL

(Monday, Jan. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	146 1/8	145 3/8	146 1/8	+ 1
CBS A	20 3/4	20 3/8	20 3/4	— 3/8
Crosley Radio	9 3/4	9 3/4	9 3/4	+ 1/8
Gen. Electric	42 5/8	41 7/8	42 3/8	— 1/8
RCA Common	6 3/4	6 5/8	6 5/8	..
RCA First Pfd	48 3/8	48	48 1/4	— 3/8
RCA 5S Pfd. B	61	61	61	— 4 1/4
Westinghouse	103 3/4	102	102	— 1/2
Zenith Radio	16 1/8	15 7/8	16	..

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	15 1/2	16	+ 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

"Home Town Editor" on WBAL

Baltimore—More than 50 Maryland small-town newspapers are cooperating with WBAL in presenting a new twice-weekly feature entitled, "Home Town Editor." Programs, to be heard Tuesdays and Thursdays at 2-2:15 p.m., will consist of reading excerpts of latest news from these communities, and editorializing on problems facing the communities. Series will be handled by publicity chief Edward Codel.

Philly Favors AFRA

Philadelphia — Competitive efforts between AGRAP-AFRA has resulted in favor of latter group. Meeting held last week by AGRAP, with radio artists invited, is said to have brought out a very small attendance.

WCAU High Frequency Feb. 15

Philadelphia — WCAU's new high frequency transmitter, W3XIR, is expected to be completed about Feb. 15, when it will immediately start daily broadcasts, according to John Leitch, technical supervisor.

KMMJ

Clay Center, Neb.

The favorite family station

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 22, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You Took the Words Right Out of My Heart	(Paramount Music Corp.)	37
You're A Sweetheart	(Robbins Music Corp.)	36
I Double Dare You	(Shapiro-Bernstein, Inc.)	29
Dipsy Doodle	(Lincoln Music Corp.)	28
Rosalie	(Chappell and Co.)	28
Bei Mir Bist Du Shoen	(Harms Inc.)	27
Once In A While	(Miller Music Inc.)	27
True Confession	(Famous Music Corp.)	27
Nice Work If You Can Get It	(Chappell & Co.)	25
Sweet As A Song	(Robbins Music Corp.)	25
Mama, That Moon Is Here Again	(Paramount Music Corp.)	24
In The Still of The Night	(Chappell and Co.)	20
Thanks for The Memory	(Paramount Music Corp.)	20
Bob White	(Remick Music Corp.)	19
Sweet Someone	(Leo Feist Inc.)	19
I've Hitched My Wagon to A Star	(Harms Inc.)	17
Everyday's A Holiday	(Famous Music Corp.)	16
I Can Dream Can't I	(Marlo Music Co.)	16
I Wanna Be In Winchell's Column	(Leo Feist Inc.)	16
Outside of Paradise	(Santly Bros.-Joy Inc.)	16
I See Your Face Before Me	(Crawford Music Corp.)	15
There's A Gold Mine in the Sky	(Irving Berlin Inc.)	15
Two Dreams Got Together	(Remick Music Corp.)	15

Join Hearst Chi Office

Chicago—Addition of Chris Heatherington to sales staff and Agnes Donovan as office manager was announced yesterday by Naylor Rogers, head of International Radio Sales here. Heatherington was formerly with Ruthrauff & Ryan and Radio Sales. Miss Donovan came from John Blair & Co. Curt Wilson has arrived from New York and Ed Heaton is an additional staff member.

WBAP Scholastic Roundup

Fort Worth—A full-hour of college and high school programs each Saturday morning will be started Feb. 5 by WBAP, local 50,000-watter. Programs will be in four successive quarter-hour periods, two from colleges within a 200-mile radius and two from local high schools. New features sets something of a precedent for the southwest.

. . Did you know that the equipment at The School of Radio Technique is identical with that used at N.B.C. and C.B.S.?

GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

Erville C. Sutton Dead

Oklahoma City—Erville C. Sutton, 42, chief continuity writer for WKY, died here of tuberculosis of the throat, having been ill for three weeks.

COMING and GOING

PAUL WING will be in Boston on Saturday to broadcast a spelling bee.

FOUR RADIO FRANKS arrive in New York tomorrow on the Aquitania.

A. S. FOSTER, g.m. of WEW, St. Louis, off to Chicago to sign some new business.

JOHN GORDON, Ruthrauff & Ryan exec. and S. E. VAN WIED, advertising manager of R. B. Davis & Co., who have been in Hollywood on Joe Penner's Cocomalt show, are returning to New York.

ED WOLF is on a 17-day Southern cruise.

GEORGE P. HOLLINGBERY, president of the new firm which bears his name, is in town for a few days.

G. W. GRIGNON, manager of WISN, Milwaukee, is visiting the International Radio Sales office here.

WILLIAM FAY, manager of WHAM, Rochester, is in town. He was on the NBC "Music Is My Hobby" program last night.

DINTY DOYLE, Journal-American radio editor, flew to West Coast yesterday and will spend about two weeks there before returning east.

Paul Kapp to CRA

Chicago — Paul Kapp, who heads his own talent agency, is joining Consolidated Radio Artists as radio director and will move to New York first of the month. Kapp has been giving local CRA office some aid on radio matters. He is a brother of Jack Kapp, president of Decca, and of Dave, associated with same firm.



WOMEN *In the* NEWS

Ready For Sponsorship
With Established Audience

WXYZ - MICHIGAN RADIO NETWORK

Unusually popular. Several months sustaining. Pleases women of all classes.

Conducted by Nancy Osgood whose radio and stage experience provides ample knowledge of what women like.

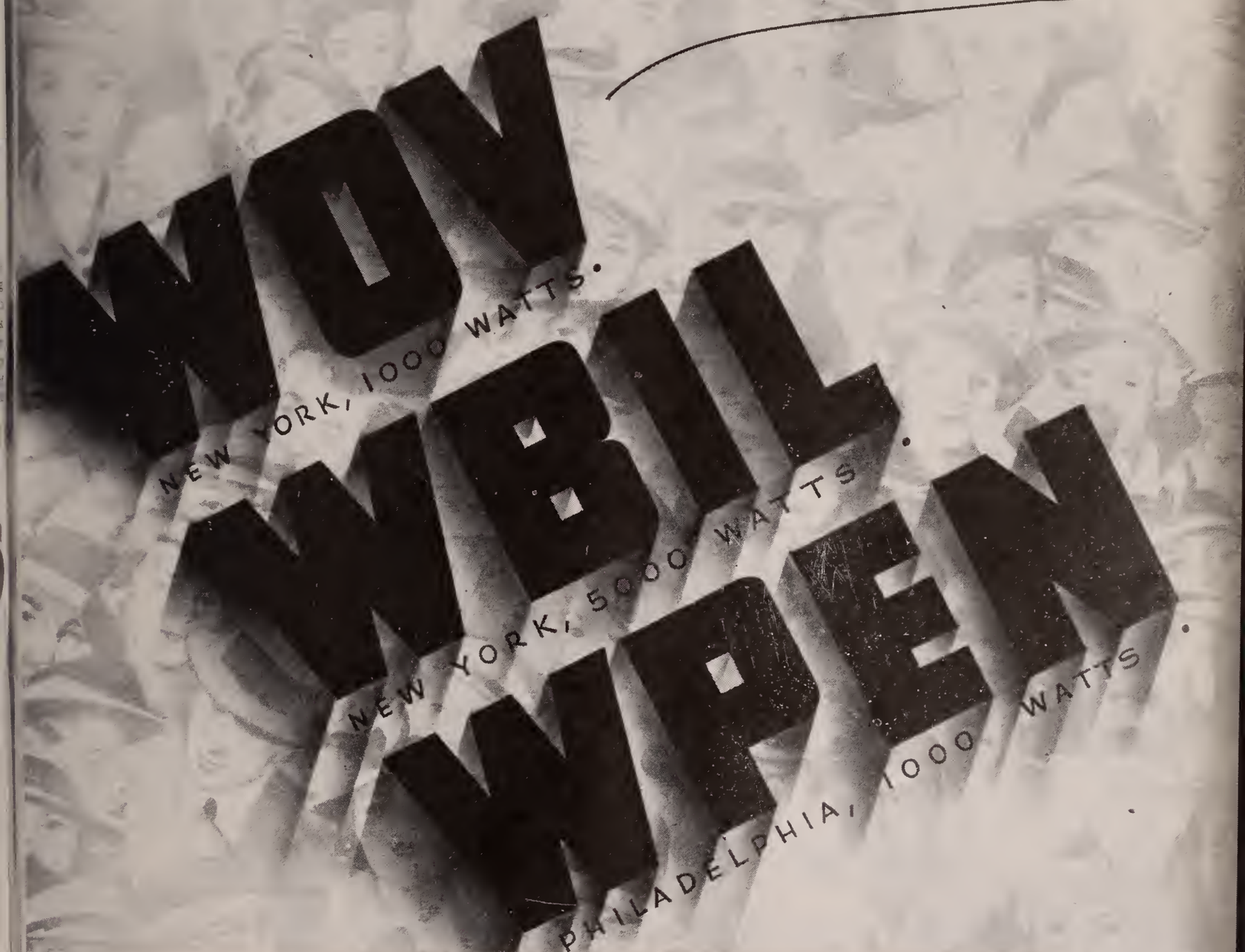
Quarter Hour Periods feature style trends, bits of Hollywood News, and highlights of prominent women in society, sports and educational activity.

"WOMEN IN THE NEWS" WITH ITS BUILT-UP AUDIENCE IS A "PLUS" BUY FOR THE RIGHT SPONSOR

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

Discover A NEW MARKET —THE ITALIAN MARKET

complete, economical coverage through



THERE exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

INTERNATIONAL BROADCASTING CORPORATION • 132 West 43rd Street, New York, N. Y., Telephone BRyant 9-6080

ORCHESTRAS MUSIC

HAL KEMP and his band return to the city of their first major triumphs when they open at Chicago's Drake Hotel on Feb. 4 with a Mutual wire. It will be the boys' first mid-western engagement in four years. Incidentally, Kemp was presented with a silver loving cup by the editor of the University of Pennsylvania student newspaper when his band appeared at the Earle Theater in Philadelphia recently. The Kemp Tempo bandsmen were voted tops in a band popularity contest sponsored by the undergraduate daily.

Horace Heidt and his ork will play the annual Yale Prom, with WICC feeding the music to NBC.

Eugene Jelesnik and his Continentals, who have been appearing with great success in the Empire Room of the Hotel Utah, Salt Lake City, since Jan. 14, have been extended indefinitely. They broadcast via KSL.

Blue Barron and orchestra, currently featured over NBC from the Edison Hotel, signed contracts to record for Victor. Ed Kirkeby of CRA, who negotiated deal, reports that Barron will make 26 sides.

Bobby Hackett, sensational young cornetist who came to New York this season with his own orchestra, has been signed by Irving Mills of Mills Artists Inc.

Bunny Berigan is at the Arcadia International, Philadelphia, for two weeks, with a CBS wire. Deal was set by Music Corp. of America.

Norman Moon, Don Elton, and Cliff Lowery are handling the vocal solos with Ernie Holst's orchestra which is currently heard via CBS from the Book-Cadillac Hotel in Detroit.

Bandsman Oscar Bradley has hired a new arranger, Neil Alderman, increasing his arranging staff to four. Bradley's son John, a student at Yale, also assists with these musical chores.

Because he will conduct one of his choruses on the CBS "Magazine of the Air" series, Lyn Murray has turned the directorial assignment of the "Modern Male Chorus" (CBS Sunday afternoons) over to Eugene Lowenthal.



Greetings from Radio Daily

January 25

Portland Hoffa
Teddy Bly



● ● ● **An hour show weekly in which 62 nations will participate, coming from the countries' own stations, is injected as one of the pre-promotional plans for World's Fair radio activities. During the fair, the shows will come from Long Island, saluting the various nations....Henny Youngman will return from Hollywood in time to find himself a feature on the Mennen variety show....Phil Baker's first Gulf show from N. Y. with the entire troupe will be March 20....Mary Margaret McBride has been airing all last week under bronchitis difficulties....Rush Hughes' first show on Jan. 31, slated to come from N. Y., will come from Frisco....Bob Ripley adds seven stations to his NBC net Saturday, making 64....Constance Bennett appears on the Jolson show next month—and may imitate a columnist....Jack Powell, the blackface drummer, is preparing a show aimed at kiddies....Coca Cola will revamp "Song Shop" within six weeks—doing away with guestar policy....Frank Parker is carrying a Universal Picture contract around in his pocket....Chesterfield's Whiteman show will go in for novelty acts—Connie Boswell will toot a sax....The Brewer's Ass'n show will start on CBS either Jan. 31 or Feb. 7 at 8-8:30 with Connie Boswell, R. Himber, Lou Holtz—and maybe Ted Husing (who claims he knows nothing about the show!)....Cahn & Chaplin, the "B. M. B. D. S." writers, have an MGM offer providing WB releases them....Bob Williams leaves Young & Rubicam to go with General Foods and will be replaced by Ross Worthington.**

● ● ● *A week ago NBC from the coast aired a show for promotion of the President's Infantile Paralysis Fund, so last Saturday CBS from New York decided to do its bit and presented Milton Berle, Frank Parker, Lucy Monroe, Bob Ripley, Freddie Rich's band from his theater dressing room, George M. Cohan, Fred Waring's band from Paramount Theater and Gabriel Heatter in a story about the boy in the wheelchair—a classic....Glen Law, newscaster for Iowa network stations KSO and KRNT, was appointed a special deputy sheriff of Polk County to attend the hanging of Allen Weaton and Stanley Mercer at Fort Madison—and was on the air with his impressions of the execution shortly afterward....WTMJ, Milwaukee, scored a news scoop over midwest stations when G-Men found the bodies of Charles Ross and James Atwood Grey, alleged kidnaper also slain....Rotarians of Kansas City heard themselves talk the other day when Ellis Atteberry, manager of KCKN, made a recording of Evan Fry's questioning the members at their luncheon—and then played it for their amusement.*

● ● ● **Bob Hope was signed to continue on "Your Hollywood Parade" for the next 10 weeks....Wrigley's renewed "Double or Nothing" for 13 weeks and the Andrew Sisters for eight....Rudy Vallee is trying to get Jack Osterman to script his WB picture....Earle Ferris is handling Ripley now....Beatrice Pins has been hired for the "Dick Tracy" show—the only femme on it....Tommy Riggs WILL have his falsetto, "Betty Lou," in his picture debut**

● ● ● *WEEI, Boston, is planning a special broadcast of a "Dogs of All Nations Revue" on Feb. 2 from the ballroom of the Hotel Statler. It is believed that this is the first revue of its kind ever staged....The dogs and their owners will be in costumes of the countries where the breed originated....Jay Wesley and Jack Knell will cover the event for the station....In connection with the airing of the Annual Poultry and Pigeon show which had Ron Gamble and Hal Bennett at the mike, WHIO, Dayton, took advantage of the occasion to record its own sound effects of the roosters crowing. The lusty cock-a-doodle-doos of the prize fowl were piped from the exhibition rooms through to the station's control room.*

AGENCIES

L. R. NORTHRUP, Arthur B. Sullivan and Ashley Belbin yesterday became partners in Charles Daniel Frey agency, Chicago, joining Frey and R. L. Hurst in ownership. Hurst joined agency a month ago from Lord & Thomas. Northrup has been g.m. of agency. Sullivan, director of production, came from N. W. Ayer. Belbin formerly was copy writer at Blackett-Sample-Hummert.

HENRY KLEIN, radio director for BBD&O, Chicago, has a new dramatic show, "Theater of Life", a sort of one episode "March of Time", which he plans to get on the air soon.

SAN ANTONIO

Hilda Steinweiss of KMAC back from California.

Tee Casper's "Sports Parade" will be a regular feature on KMAC. He started last Saturday.

Vivian Vorden and all-gal ork, formerly on KONO, now playing dates in and around Laredo.

The Singing Gauchos are back on KMAC after a Louisiana trip.

Louise Shanklin recently joined KABC office staff.

On most remote jobs, Station Manager Charley Belfi and Production Director Guy Savage of KABC work together.

Ken McClure of WOAI will have his newest publication, "After 30," off the press in a few days.

Charles L. Jeffers is a recent addition to WOAI technical staff.

Lew Valentine's new "Dial a Smile" on WOAI is going big. Among features is Pat Flaherty singing hymns, accompanied by Bert Ponard on the organ.

William McCabe, former sales manager at a coast station, recently appointed KABC studio manager.

Bill Boyd and his Ramblers are a new hillbilly outfit on KABC, also heard on KONO.

OMAHA

Mr. and Mrs. Ed Henderson, parents of Lyle Talbot, movie actor, are now on the WOW staff in "The Jangles," daily dramatic series. Jettabee Ann Hopkins writes, directs and participates in the show.

Harry Johnson, KFAB announcer, is now handling the evening sports program over KOIL, taking the place of Bob Cunningham. Johnson also is conducting a baseball school for women listeners.

James Faris, KOIL and KFAB continuity writer, is recovering after an appendectomy.

Creighton University has started a weekly musical concert series over WOW with a student announcer.

TO AN ADVERTISING AGENCY

Desirous of Creating a Radio Dep't—or to one desirous of stimulating its present set-up....A forceful sales executive with a background of ten years in radio advertising is available.

BOX A-125 — RADIO DAILY
1501 Broadway New York City

Los Angeles

VYOLA VONN, Miss Fifi of Texaco show, has had her option picked up by Eddie Cantor two weeks in advance of expiration of her current 13 weeks contract.

Hal Chambers, special events announcer on KFWB, succeeds Tommy Harris as emcee on "Hollywood Matinee." Harris continues to vocalize on the program, however.

George Jessel is fast becoming a regular radio impresario. In addition to his "30 Minutes in Hollywood" and his advisory berth on production of "Good News of 1938," he is readying "Variety Show," with Harpo Marx and a name band, and still another with Sid Silvers called "All the World's a Stooge." He also recently purchased a 26-episode serial, "Science Versus Crime," by Dr. Thomas F. MacLaughlin, long connected with Scotland Yard and two other Hollywood - flavored continuities, "The Dogs of Hollywood Stars" and "Hollywood Success Stories," with authentic material based on actual experiences of the stars in their climb to fame and fortune.

The new KHJ-Don Lee series, announced as "Previews and Encores" and scheduled for inaugural last Sunday, 2:30-3 p.m., gets both a new title and a new time, with the billing changed to "Tales from an Antique Shop" and the time moved up to 2-2:30. Rabbi Magnin's inspirational Sunday talks take a new spot in the groove immediately following, 2:30-2:45.

"Sons of the Pioneers" replaces "Western Review" in the 12 noon to 1 p.m. slot on KFWB Sundays, marking the return of Bob Nolan to the Warner station.

Ben Sweetland, long "Your Friendly Counsellor" on KHJ-Don Lee, moves over to KFI with his friendly philosophy on a similar Monday through Friday schedule.

Ray Noble and his band, with Tony Martin as vocalist, will be shortwaved to Germany by NBC on a special program to be broadcast January 29.

The "Golden West Cowbelles" are a new KMTR Sunday feature at 2:30 p.m. Group consists of a string ensemble and features special vocal arrangements by Irene Dawson heading the troupe.

Jack Benny and Mary Livingstone celebrated their eleventh wedding anniversary last week. Jack and his side-kick, Don Wilson, are scheduled for a guest appearance at a Beverly Hills Chamber of Commerce banquet Jan. 31.

WQXR
IN A CLASS BY ITSELF
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

Audience Ad Libs

Logged as "Ad Lib," WIP, Philadelphia, has added a new program under the direction of "Dr. Socrates," giving members of the audience a chance to speak extemporaneously on topics assigned by the "doctor." Twelve persons are chosen at each broadcast, and the subjects on which they are asked to speak range from the light and humorous to the political and serious. In the former classification are such assignments as "What is your opinion of the man who has his nails manicured in a barber shop?" and "Do you think it's true that a woman cannot keep a secret?". Talks are limited to one minute—which seems plenty for the average person.

WBAL "Trading Post"

Jerry Lee Pacht conducts this one over WBAL, Baltimore, every morning except Sunday. Program offers a complete swapping service to listeners, and in addition is bolstered by news, stock and weather reports, occasional poetry, readings from letters, and transcribed music.

WNBC, New Britain, Conn.

Station now signs off with national anthem.

Tiny Quinn and his Commanders, with "Tiny" himself doing the vocals, now spotted at 1:30 p.m. Saturdays.

Mildred Meize of continuity staff spoke on "Radio in the Home and Its Effect on Children" to the Berlin, Conn., Motherhood Club.

It's welcome back for Larry Luke, the Duke of Song, with Johnny Nesco's Troubadours, Saturdays at 2:15 p.m.

Shirley Hayes moves into radio row with a program of songs Thursdays at 3:15 p.m.

Eva Johnson and Franklin Pratt offer "Pine Hollow Echoes" Saturdays at 2 p.m.

It's farewell for awhile to Jerry Beaupre's organ music from Embassy Theater.

Hal McIntyre's Orchestra, now directed by Russ Shearer, returns every Sunday at 4:30 p.m. commencing Feb. 6.

Jack Lacy's "Popular Pleasantries" extends another half hour on Feb. 6 giving the tuners-in an hour and one-half of "music as they like it."

WMAS, Springfield, Mass.

George Crowell of Framingham, Mass., has joined as junior announcer. He replaces Al Felix, resigned.

Kay Fayre, vocalist, whose "'Round the Town" program has been a feature for years, has left the station and will now air from Hartford.

Paul Pelletier has been appointed musical director.

He was called back from the Pan American Exposition in Texas for the job.

WSPR, Springfield, Mass.

Under the direction of Hillis W. Holt, chief engineer, a new lighting system is being installed in Studio A. This does away with squinting by announcers reading scripts.

Quincy A. Brackett, president, aired the other night with Mayor Roger L. Putnam and Albert W. Marlin, manager of WMAS, in the first of a series of city broadcasts.

Heller Back to Chicago

Chicago — Little Jackie Heller returns to local NBC schedules and will also do some personal appearances in the midwest.

WTMJ, Milwaukee

Jerome Crittenden, Milwaukee tenor who has appeared on many WTMJ shows, commutes to Chicago each Sunday to appear on NBC's "Romance Melodies."

At the risk of losing his dignity, William J. Benning, musical director, has bought a pair of skis.

Bill Evans, emcee of "Top o' the Morning," has been offered a duck as mascot and contemplates using him to quack-quack the time and temperature reports.

WWL, New Orleans

After an absence of several years, Pinkey Vidacovich swung back on the air as new musical director of the station with the augmented orchestra which went to work under the network-AFM plan of settlement.

Jimmie Willson is trying out a new program twice weekly at 10:45 a.m. entitled "New Voices." It tests out singers on Wednesdays and actors and dramatists on Fridays.

WOW, Omaha

Using a letter-writing contest as a basis of study, station made a survey covering the station's six daily news periods and received 16,800 replies from 17 states.

Nebraska Power Co. has purchased 15 minutes twice weekly and has a "Homemakers' Club" directed by Martha Bohlsen, former women's department writer for the Omaha Bee-News. Bozell & Jacobs placed the program.

Foster May's daily "Man on the Street," formerly sponsored by Chevrolet, is now sponsored by General Electric, 15 minutes daily.

Another Way to Tell the KVOO Story!

★ KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More popular, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N. B. C. Edward Petry and Co., Rep. ★

Chicago

FRANCES DIXON, who handles auditions for NBC program department, made a guest appearance on NBC Jamboree other evening and explained how aspiring youngsters may get into radio. She cited case of Florence George, who was piped in from Hollywood and tossed a few bouquets to NBC.

Mildred Stanley, 21 year old exsteno, is replacing Gale Page as songstress on several programs.

Gale Blocki, John Blair salesman, on a central states swing with Cincinnati a scheduled stop.

Cheri McKay and the Three Notes to Louisville to appear on special CBS program in which city expressed gratitude for relief in flood last year.

Announcer Tom Builta of "Poetic Melodies" back at work after a case of bronchial infection.

Patricia Long, winner of a Harold Stokes audition on Mutual's "On A Sunday Afternoon," has been picked by King's Jesters as their new queen, succeeding Marjorie Whitney, who leaves to head an orchestra called King's Lads.

Bradley Eidmann, WAAF salesman, back from a business trip to St. Louis and Kansas City, resulting in some new accounts.

January 10, 1938

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through Advertising Age, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1280. *Let WLTH Help You Sell a Market.*

In this folder, WLTH offers some interesting facts about Jewish broadcasting, maps of the station's primary and secondary listening areas, and market data broken down by districts, with comparable population figures for other markets.

No. 1281. *Selli...*

WLTH
New York City

B-S-H Led Agencies On NBC During 1937

(Continued from Page 1)

Compton Advertising	$2,944,680
Young & Rubicam	2,536,002
Wade Advertising	1,457,470
Benton & Bowles	1,193,369
Stack-Goble	1,188,799
B. B. D. O.	1,002,415
Lennen & Mitchell	944,947
N. W. Ayer	741,121
Roche, Williams & Cunnyngham	698,101
H. W. Kastor	681,467
McCann-Erickson	678,844
Campbell Ewald, N. Y.	602,372
Pedlar & Ryan	590,841
Aubrey, Moore & Wallace	583,123
Cecil, Warwick & Legler	569,525
Sweeney & James	537,634
Hutchinson Adv.	504,521
The Biow Co.	465,992
Needham, Louis & Brorby	455,704
Erwin, Wasey & Co.	422,016
Gardner Adv.	367,484
Fuller & Smith & Ross	344,659
MacManus, John & Adams	318,429
The Wessel Co.	277,784
L. W. Ramsey	257,462
Hixson-O'Donnell	241,124
Bermingham, Castleman & Pierce	155,232
McKee Albright	147,936
Newell-Emmett	144,720
Blaker Adv.	144,104
Donahue & Coe	143,836
McJunkin Adv.	133,674
Comer Adv.	119,752
Maxon Inc.	117,265
Kenyon & Eckhardt	102,336
Peck Adv.	70,044
Arthur Kudner	48,825
L. D. Wertheimer	4,590

Ten leading 1937 agencies on CBS, NBC and MBS were:

Blackett-Sample-Hummert	$7,256,744
Lord & Thomas	5,282,329
J. Walter Thompson	5,047,661
Benton & Bowles	3,627,148
Young & Ruhicam	3,484,332
Ruthrauff & Ryan	3,450,016
Compton	2,944,680
N. W. Ayer	2,801,170
B. B. D. O.	2,039,949
Newell-Emmett	1,951,261

Holliway Sees Television Limited to Short Range

(Continued from Page 1)

has carefully watched all television developments.

Holliway's talk, delivered on his "Listener-Inner" program over KFI last week, was intended primarily for persons who are holding off buying new radio sets because they have been led to believe television is around the corner. He urged his listeners to discount such reports, and added that if television does appear in the homes in the next few years it will be via an attachment to regular radio sets.

Midwest Sales Directors Draw Up Recommendations

(Continued from Page 1)

WOW, addressed the meeting on spot business sales. Policy problems was discussed by K. W. Church, KMOX. M. F. Allison, KMBC promotion and publicity director, spoke on problems of local and national sales promotion, and Paul Hamman, sales director of Central States Broadcasting System, discussed general sales problems.

J. Leslie Fox, sales director of KMBC, presided at the all day session, which closed with a cocktail party given by Arthur B. Church, president of KMBC.

Grace Moore on NAPA Board

Grace Moore has been elected a member of the board of National Ass'n of Performing Artists.

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Jan. 24: Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

Santo Sottile, Charleston, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Joe L Smith, Jr., Beckley, W. Va. CP for new station. 1210 kc. 100 watts, 250 watts LS., unlimited.

Jan. 25: WMPS, Memphis. Transfer of control of corp. to Memphis Press-Scimitar Co. 1430 kc., 500 watts, 1 KW., unlimited.

Jan. 28: Frontier Broadcasting Co., Denver. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WMEX, Boston. CP to change frequency and increase power to 1470 kc., 5 KW., unlimited.

EXAMINER'S RECOMMENDATIONS

Colonial Broadcasting Co., Morristown, N. J. CP for new station. 620 kc., 1 KW., unlimited, be denied.

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited, be denied.

WDWS. Champaign, Ill. CP to increase power to 100 watts, 250 watts LS. be granted. 1370 kc., unlimited.

KTUL, Tulsa, Okla. CP to increase power to 1 KW., 5 KW. LS. be granted. 1400 kc., unlimited.

L. L. Coryell & Son, Lincoln, Neb. CP for new station. 1450 kc., 250 watts, 1 KW. LS., unlimited, be denied.

KFOR, Lincoln. CP to change frequency and increase power to 1450 kc., 1 KW., 5 KW. LS. be denied.

KCMO, Kansas City. CP to change frequency and increase power to 1450 kc., 1 KW. be granted. Unlimited.

APPLICATIONS RECEIVED

WWSW, Pittsburgh. Auth. to transfer control of corp. from Pennsylvania Newspaper Co. to P. G. Publishing Co. 100 shares common stock.

Edward Breen and Allen R. Loomis, Fort Dodge, Ia. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

George B. Storer, Pontiac, Mich. CP for new station. 800 kc., 1 KW., daytime.

Hollingbery Purchase Fails To Go Through

(Continued from Page 1)

Mrs. Craig's interest in the firm outright and also pay her a weekly stipend. Contract was signed last December and all portions of the agreement were to be carried out before Jan. 1.

Sales personnel of New York office moved out over the week-end and will establish new offices in Graybar Bldg. today. Edward Spencer will be in charge, with Robert Davies and Alex Hodges, who joins the firm on Feb. 1, as salesman.

The new firm will represent all stations formerly on Craig & Hollingbery list except WEBC, Superior, and WJAX, Jacksonville.

Mrs. Craig, when reached by RADIO DAILY, said that all comments would have to come from Hollingbery.

Facsimile Too Costly, Says Elliott Roosevelt

(Continued from Page 1)

in a talk here. He pointed out that a facsimile receiver costs $250 and $2.50 a month to service.

Hearst Radio plans to spend $150,000 on KOMA here when and if power boost to 50,000 watts is granted by FCC, Roosevelt said. Remodeling of station is nearing completion in Biltmore Hotel.

WDNC, Durham, N. C.

Hal Harden from WCAU, Philadelphia, has joined announcing staff, filling spot vacated by Tommy Loeb, who joined Lord & Thomas.

The Y.M.C.A. Better Speech program is back on the air after a holiday layoff.

"Melody Kitchen" returns March 7 under sponsorship of Durham Public Service Co., according to station manager J. F. Jarman Jr. Lee Vickers directs and announces the show, with talent including Mary Dixon, Jack Payton, Art Dowling and others.

WGBM to Feed State Net On Ind. Basketball Finals

Indianapolis — WFBM, local CBS outlet, will feed the final games in the Indiana State High School Atnletic Ass'n basketball competition to a state-wide chain consisting of WGL, Fort Wayne; WSBT, South Bend; WBOW, Terre Haute, and WIND, Gary, on March 26 when the four surviving teams out of an original field of 781 come to Indianapolis to fight it out for the state basketball championship. Broadcasts will be sponsored by Buick through Arthur Kudner Inc., New York.

Two afternoon games will be played with the winning teams meeting in the final night game to determine the winner of the 1938 basketball crown. Len Riley, WFBM staff sports announcer, will do the play-by-play description.

WGCN Modernizing

Gulfport, Miss.—With a complete modernization plan in effect, WGCN here is taking over more space for studios, reception room and offices together with neon signs. Station will also take sign space along Highway 90, the historic old Spanish Trail which serves as a main street for most of the Gulf Coast towns.

John Gillin Honored

Omaha—John J. Gillin Jr., WOW general manager, has been awarded a gold key emblematic of the Omaha Junior Chamber of Commerce distinguished service award, made annually to Omaha's outstanding man, thirty-five years old or under, whose civic activities mark him as eligible for the award.

WLBC, Muncie, Ind.

Annual Letter Week is being conducted this week.

C. X. Castle, engineer, has completed ham rig.

Al Lee, announcer, assigned to Morning Bulletin Board.

Ottis Roush, chief announcer, has compiled a basketball average chart which gives totals quickly.

Television Privileges In A.T.&T. Franchises

(Continued from Page 1)

and economic difficulties stand in the way, he said. Images at present cannot be transmitted more than 27 miles even with best equipment, and changes in apparatus have been so rapid that receivers sold a year ago are now obsolete.

He pointed out that 2,000 transmitters would be needed to give adequate coverage of the U. S., and cost of wiring them together as radio stations are now joined would cost about $475,000,000.

Philadelphia—Television will be a "headache" and not a profitable industry for many years to come, according to Sayre M. Ramsdell, v.p. of Philco Radio & Television. The time is still far off when television can be shown on a national basis, he said.

Seek Excise Exemption

Washington Bureau, RADIO DAILY

Washington — Herbert Moore, head of Transradio Press, appeared before the House Ways and Means Committee last week asking that radio news services be exempted from the excise tax on teletype, telegraph and telephone facilities. He pointed out that newspapers and press associations are exempt from such taxes.

BOSTON

WEEI staff members just back from Southern cruises include Mr. and Mrs. Neil Wallace, newlyweds; Mr. and Mrs. Jay Wesley and Francis McLaughlin.

Grace Edmunds, WBZ head hostess, seriously ill and not expected back for five weeks.

Yankee web's Gretchen McMullen, celebrates her 11th radio birthday Jan. 28.

WNAC and Yankee web will get weekly "New England Food Commentator" direct from Chicago during National Grocery Industries Convention.

Recent WEEI visitors included Mefford Runyon, CBS v.p. and treasurer; Vic Whitman, formerly of WEEI and now scripting for Wilson, Powell & Hayward, and Ed Lord of WLNH, Laconia, N. H.

KGVOO, Missoula, Mont.

Helen Heidl has joined the "Around the Fireside" cast.

Loretta Matthieson is latest addition to "Dude Ranch," dramatic-musical show.

Senator Burton K. Wheeler was among those sending congratulatory messages on station seventh anniversary.

Complete schedule of U. of Mont. Grizzly Basketball Games will be aired, with Verne Sawyer at mike.

WICC, Bridgeport

Jimmie Morton, director of the Bellmen, convalescing from a motor accident, expects to be on hand for New Haven studio dedication Saturday.

An augmented Connecticut Colonials orchestra of 17 pieces under Harry Berman will feature the new studio dedication program.

Radio Daily Presents Its First Annual



With No Punches Pulled And No Holds Barred

—Is radio entertainment progressing, going backward or standing still?

—How can news periods be improved?

—Are the number of educational and cultural programs sufficient?

—Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

—Can small unaffiliated local stations successfully buck network shows, and how?

—Should radio be:

(a) Government controlled?
(b) Government regulated?
(c) Government censored?

—What type of programs do you like best; such as variety shows, sports broadcasts, symphony concerts, forums, commentators, drama, novelty programs, bands, etc.

SQUAWK DEPARTMENT

What's wrong with Radio? We all have our pet peeves, squawks and ideas. Exchange of viewpoints never hurt anyone, so talk freely.

150 Critics Answered These Questions--And How--For

STUDIOS PRODUCTION **RADIO DAILY** TELEVISION SPONSORS

Starting Next Monday In Radio's Own Newspaper

OKLAHOMA CITY

M. H. Bonebrake, WKY commercial manager, back from Hot Springs honeymoon.

Herman C. Chaney named director KOMA staff orch. KOMA also taking on Rhythm Rangers, outfit under direction of Dave Schmiedeker.

KOMA remodeling studios, taking entire 24th floor in Biltmore Hotel with business offices moved to floor below while work going on.

Cecil James "Snaps" Elliot concluded WKY piano playing assignment with over 140 consecutive programs.

Neal Barrett, g.m. of Hearst Radio in the southwest, Gayle Grubb, WKY manager, and Joseph W. Lee, Oklahoma Network g.m., on the "selling business" committee of the Oklahoma City Chamber of Commerce.

Hal Gus Scher announcing WKY ork programs.

Maxine Mead now singing with WKY staff orchestra on spot periods.

Roger Hall, warbler on Cain Coffee program over WKY, leaving for ticket on Pacific Coast. Brother Marty will continue as solo on the coffee show.

John Molloy, chief engineer KGFF (Shawnee) has acquired a 7¼ pound income tax exemption. Son is named Pat.

KSL, Salt Lake City

Barton Howell, news editor, had to go to the hospital for treatment of hand injured in photographic experiment.

Miriam Erickson is back on her Independent Coal "Fireside Melodies" vocal spot. Barbara Ross subbed for her.

Ed Broman has placed a 52-week contract for Paramount Baking Co. (Holsum bread).

Shirl Thayne, drummer of KSL ork which made a big hit at Sun Valley New Year's Eve party, has been requested by W. A. Harriman, Union Pacific chairman, to fill a winter engagement.

Salt Lake Tribune-Telegram will promote its "Intermountain Empire Progress" with a 13-week series, with Irma Bitner in charge of production.

Earl J. Glade, managing director, arranged the recent KSL salute to Newark News Radio Club (N. J.) on its 10th anniversary.

ONE MINUTE INTERVIEW

ALFRED J. McCOSKER

"The creation of radio programs, still a young art, receives criticism from every quarter. Some of it is constructive, some destructive. There are many programs, some designed for adults as well as those created particularly for children, which could be improved upon. We at WOR are constantly striving for the improvement of our programs and welcome criticism of all sorts."

☆ Coast-to-Coast ☆

BOB LONGWELL, Ed MacKenzie and Charlie Sterritt, newscasters at WJBK, Detroit, have been retained by Fairway Cleaners, now sponsoring the station's hourly broadcasts, 7 a.m. to 12 midnight. Account runs indefinitely.

Grace King is back on WBRC, Birmingham, warbling under sponsorship of Southern Radio News, weekly radio fan magazine.

"Dawn Over the Sudan," by Ronald Dawson, program director of WOL, Washington, has been bought by 2YD in New Zealand, making the fourth British colony to air his works, according to Dawson.

Elinor Sherry, diminutive blonde songstress, is being set for a series of personal appearances in theaters throughout the East, in addition to her regular WOR broadcasts. She is being handled by the WOR Artists Bureau.

Milton W. Stoughton, commercial manager, WSPR, Springfield, Mass., has been appointed chairman to arrange for 1938 souvenir dinner, Springfield Advertising Club, next May.

Clair Shadwell pinch-hit on Briar Hopper show on WBT, Charlotte, while Program Director Charles Crutchfield fought bad cold.

Charles Schmidt has replaced George Blumenstock as advertising manager of WGCN, Gulfport, Miss.

KANSAS CITY

Dan Paul, WDAF announcer, back on job after licking flu.

Jimmie Patt, CBS special events man for western division visited his family here and former colleagues at KMBC.

Ruth Royal, KCKN musical director, turned over her vocal spots to Gertrude Wilkerson last week, due to laryngitis.

Bernard Maltby of KCKN engineering staff recovering after appendix removal.

George Couper Jr. of KXBY sales staff back from two-week business trip to Chicago.

Joseph H. Story Jr. of KMBC sales staff attending canners' convention in Chicago.

Tom Evans, KCMO president, is advised from Washington that FCC examiner has recommended boost to 1,000 watts.

Lee Roberts, KCMO program director, will produce new children's opportunity show for Jones Store Co.

Don Davis, WHB president, and Al Stine, scripter, in Chicago on business.

WDAF has formed a 10-piece staff orchestra under direction of Program Director Harry Kaufmann.

John Schilling, WHB g.m., is laid up by a bad cold.

Jerry Burns, KXBY program director, has started a "Campus News" program of gossip about college and school activities, with correspondents established at various schools to send items.

WHB has sold a third daily ET program to Gorman Furniture Co.

KSO-KRNT, Des Moines

Luther Hill, manager, and Craig Lawrence, commercial manager, to Washington and Kansas City, respectively, on business.

Ken Brown, special events director, spending a week in Florida.

New safety program on KSO, Saturday afternoons, was publicized in an illustrated article in Des Moines Register.

ST. LOUIS

Sammy Walsh, comedian and emcee, has joined KWK.

More than 50,000 kids in this area have enrolled in Secret Six Clubs, promotional feature on "Speed Gibson" series over WIL.

Bob Convey, head of KWK, returns from Florida this week.

Mother of Ray Schmidt, KWK sports announcer, died last week.

PITTSBURGH

Louis L. Kaufman, one of KDKA's first announcers, has returned to the local airwaves, KQV, at 1 o'clock Monday to Friday, with "Pittsburgh Today." Lou is an active Pittsburgh attorney.

Eddie Peyton, Pittsburgh nightclub owner now sojourning in the south, is broadcasting over WQAM, Miami.

Karl Krug, Sun-Telegraph columnist, reports in his "Pittsburgh by Night" that a Network Broadcasting School will be opened here soon with Darrell Martin, president, and numerous local luminaries on the faculty.

Hal Kemp shelled out extra money to give Pittsburgh theater-goers a girl they've always liked — Maxine Gray. Maxine was in Hollywood; Kemp engaged her for one week only at the Stanley where Kemp holds the all time attendance record.

WCAE reported hiring a "talent scout" to look over prospects in the tri-state territory. Cash prizes will be given listeners for "tips" that lead to worthwhile discoveries.

Tim and Irene have been signed for the Stanley Theater's tenth anniversary celebration next month.

An exclusive news-room studio has been provided for Johnny Davis, WWSW commentator, in the new Post Gazette Building.

Lawrence Welk's unique band is clicking over Mutual from Hotel William Penn's Italian Terrace.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. — FOTOTONE SOUND SYSTEM — COlumbus 5-7366-7

Mr. Sam Moore, Jr.
William Esty Company
100 E. 42nd Street, N. Y. C.

My dear Mr. Moore:

No doubt you have read several of our open letter advertisements addressed to agency executives in the past few weeks, calling their attention to our excellent recording facilities.

The results to date have been extremely gratifying—not only to us, but to the new accounts we've acquired.

We should be very happy to have you make a personal visit to our studios, but if this should be inconvenient, a telephone call will bring you a sample recording.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

TELEVISION SPONSORS

VOL. 3, NO. 18 NEW YORK, N. Y., WEDNESDAY, JANUARY 26, 1938 FIVE CENTS

Agencies' Spot Checkup

"DID I REMEMBER" LED NETWORK SONGS IN 1936

"Did I Remember" was the most played song on the radio in 1936, when it was aired 30,442 times from its starting date, June 13, according to Ascap's compilation of the year's hits. The list, just released in the Ascap Journal, tabulates songs performed over the various networks and shows that 132 numbers were played 10,000 or more times in that year, against 85 in 1935. Leading numbers in 1936 were:

Title	Times Aired
1. Did I Remember	30,442
2. Melody From The Sky	29,425
3 Is It True What They Say About Dixie	29,346
4. Goody Goody	28,969

(Continued on Page 3)

Canada's New Fee on Sets May Spur U. S. Purchases

Montreal—Canadian Government's boost in radio set license fee to $2.50 a year, with similar charge for each additional radio in a home or installed in auto, may result in greater purchases of U. S. sets by Canadians visiting across the border.

Whereas sets bought in Canada are

(Continued on Page 3)

Tape Recording System Licensed to Grombach

Jean V. Grombach and the Miller Film Corp. have signed contracts whereby the Grombach subsidiaries, Grombach Productions Inc., Advertisers Recording Service Inc., and Jean V. Grombach Inc., are licensed to use the Miller Tape Transmission method for recording of radio programs.

Miller Film Corp. was formed over

(Continued on Page 2)

Dissented on Mae?

Washington — Commissioners at the FCC would neither confirm nor deny the report that some of the members of the Commission were not keen on spanking the Mae West "Garden of Eden" program. When questioned, Commissioner Norman Case said: "The Commission has made its report on the matter. Beyond that, I have no statement to make."

On the Spot

Norfolk—Now it can be told—why Jeff Baker, WTAR announcer, was a little nervous when he announced the Daughters of the Confederacy Lee-Jackson Day Luncheon. Jeff, who was highly complimented for his handling of the assignment, happens to be one of those northern Yankees.

POWER BREAK SILENCES WEAF FOR 86 MINUTES

First serious power failure in six years, kept WEAF, NBC-Red network key station, off the air yesterday afternoon for 86 minutes, 1:45-3:11 p.m. Only one commercial program was affected, however, and this was switched to WJZ for a New York outlet. Out of town affiliated stations were not affected by the key station failure. At 3 p.m. the "Pepper Young Family," script show for Camay soap, was the first com-

(Continued on Page 3)

K. K. Hackathorn Appointed WHK-WCLE Sales Mgr.

Cleveland—K. K. Hackathorn, for the past 12 years with the Cleveland Plain Dealer classified advertising department, has assumed duties as sales manager of WHK and WCLE, it is announced by H. K. Carpenter, v.p. of United Broadcasting Co. and g.m. of the twin outlets. Hackathorn is a Cornell graduate and a member of Cleveland Athletic Club, Cornell Club and Sigma Pi.

Mary Eastman to Disk Series of Operettas

Mary Eastman has been signed to record a series of operettas for World Broadcasting System, with work to begin next week. Louis Katzman's orchestra will also be used. Mack Davis, Columbia Artists Inc., set the deal.

Babbitt Renews "Harum"

B. T. Babbitt Inc. "David Harum" show on NBC-Red network has been renewed for 52 weeks, effective when current contract expires shortly. Show is heard 11-11:15 a.m. and is handled by Blackett - Sample - Hummert.

Stations Resent Demand by Advertising Firms for Photostatic Copies of Log—Threaten Spot Rate Rise

By M. H. SHAPIRO

Standing order for photostatic copies of station logs by major advertising agencies which seek to know just how their spot campaigns are being handled by the outlets has resulted in scores of letters being received by station representatives from their constituents who indicate that, if the agency requests are to become a habit or epidemic, the station will either have to raise its spot announcements rates considerably or refuse to accept the accounts.

It is admitted that in many in-

(Continued on Page 3)

RADIOTYPEWRITER SENDS 100 WORDS PER MINUTE

A radiotypewriter, capable of transmitting 100 words a minute by air, will be placed on the market in a few months by International Business Machines. Machine has standard keyboard and messages can be sent either by short wave radio or by wire. Principal market for the new invention is expected to be among big organizations, for inter-office communications, issuing memos, etc., as well as in more distant transmission.

"Flying Priest" Series Going on 100 Stations

MIVA, the Missionary International Vehicular Association founded by Father Paul Schulte, O.M.I., famous as "The Flying Priest," will release a new program, "Wings Over The World," to more than 100 stations in the U. S. and Canada on a weekly basis starting Feb. 1.

"Wings Over The World" will present, in dramatized version, true historic stories of the Flying Priest's adventures in the Arctic and in

(Continued on Page 2)

Victor Arden to Make New Chevrolet Series

Victor Arden and his orchestra, after a month's recess, have been set for another series of Chevrolet "Musical Moments" transcriptions to be made starting Feb. 7 at World Broadcasting System studios. Program, heard twice weekly over some 351 stations, will continue to feature Graham McNamee, Songsmiths Quartet and special radio guest stars. Campbell-Ewald is the agency.

Falstaff Adds Stations

Falstaff Brewing Corp., using a split-network on NBC out of Chicago (Red), is adding three Florida outlets beginning Feb. 7. Stations are WJAY, WFLA and WIOD. Program is heard Monday, 10:30-11 p.m. CST and is handled by the Gardner Agency, St. Louis.

RADIO AIDS IN LOCATING AIRLINER LOST 7 HOURS

Radio played its part in another emergency Monday night when three local stations (WMCA, WOR and WNEW) cooperated in finding the Eastern Airlines transport lost in the storm for seven hours. WMCA, which normally signs off at 1:45 a.m., received a flash at that time that the plane, en route from Newark to Washington, was lost. With short

(Continued on Page 3)

Mrs. Jeanne Craig Gives Her Version of C&H Deal

In a statement yesterday regarding failure of the deal whereby George P. Hollingbery was to acquire full control of Craig & Hollingbery Inc., station rep firm, Mrs. Jeanne Craig said that a contract had been signed

(Continued on Page 2)

To the Rescue

Washington—The sports department of a local paper recently published a letter of criticism aimed at Arch McDonald, WSJV's rotund baseball announcer. Such a flood of rebuttals came in, defending McDonald, that the paper printed a statement saying it was impossible to print all the letters—and conceded that Arch is a good sports commentator.

RADIO DAILY

Vol. 3, No. 18 Wed., Jan. 26, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Jan. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	146½	145¼	145½	— ⅝
CBS A	20¼	20⅛	20¼	— ½
Crosley Radio	9¾	9¾	9¾	.....
Gen. Electric	42⅛	41⅜	41¾	— ⅝
RCA Common	6⅝	6½	6⅝	.....
RCA First Pfd	48⅜	48	48¼	.....
Stewart Warner	10¼	10	10	— ½
Westinghouse	101¼	100½	101¼	— ¾
Zenith Radio	16	15⅝	15⅝	— ⅜

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

"Movable Sales Force" Is Organized by Ascap

Ascap has organized a "movable sales force", which will cooperate with local Ascap representatives around the country in effort to build up a greater number of licensed establishments in the respective territories. First new unit will be headed by Richard Powers, an Ascap rep, who will have with him John Hammet and Larry Schlums, both young college men. According to John G. Paine, general manager, the policy will be to seek to educate non-licensed establishments to the point of taking out a license rather than bringing the infringers to court.

Sheila Barrett for Waldorf

Sheila Barrett opens in the Sert Room of the Waldorf-Astoria on Feb. 3, succeeding Eve Symington until spring. Leo Reisman and Xavier Cugat supply the music.

WOKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

Tape Recording System Licensed to Grombach

(Continued from Page 1)

a year ago by James A. Miller, inventor of the method, Frank Hummert, vice-president of Blackett-Sample-Hummert, and A. H. Diebold, president of Sterling Products. Tape Transmission is a new system for recording sound on film, said to be superior to the wax method of recording which is universally used today.

Miller Film Corp., to enable the stations to broadcast from the tape, will install the equipment in the stations under a lease. Miller also declared that Warner Bros. has no interest in the company as had been previously reported.

Grombach said that prices for the new service had not been set yet, but that further announcements on the new service may be expected shortly.

Burns Amending Complaint

West Coast Bureau, RADIO DAILY

Los Angeles—Demurrer of Radio Transcription Co. of America, in the suit by Bob Burns for alleged dubbing into currently-produced transcriptions the recordings made for the firm by Burns several years ago, was sustained in Superior Court. Presiding judge gave Burns' attorneys ten days to file amended complaint. The comedian had asked for restraining order and damages.

Doyle Seeks Helen Morgan

Stuart F. Doyle, Australian radio and theater operator, is dickering through the Wm. Morris agency for Helen Morgan to go to Australia for radio, film and theatrical work.

Doyle, who left Sunday for the coast, also closed a deal with Servel Inc. for his air conditioning business in Australia and has obtained the U. S. license for a new British neon sign.

Bruce Myers Slips Again

Detroit — WJR's Tim Doolittle (Bruce Myers) has another broken arm, the result of a fall while skating. It's just a habit with Tim and when it isn't an arm it's a leg. He's thinking of making a year-by-year contract with his surgeon. His hillbilly band has been a feature on WJR for many years.

Detroit Agency Changes Name

Detroit—Martin Inc., local agency, is changing its name to Martin, Frank & Atherton Inc. Frank V. Martin, president of the old firm, is named president and treasurer of the new organization, with Frank W. Atherton as vice-president and E. G. Frank as secretary.

Pepsodent Spots on WHAM

Pepsodent on Jan. 30 will start a sidewalk interview series over WHAM, 4-4:30 p.m. Program was planned by William Fay, manager of WHAM, and sold by George Hollingbery. It is the only spot series Pepsodent is planning to use.

Mrs. Jeanne Craig Gives Her Version of C&H Deal

(Continued from Page 1)

with George P. Hollingbery and the stock of Craig & Hollingbery Inc. of New York placed in escrow with the Harris Trust & Savings Bank of Chicago, but when George P. Hollingbery failed to comply with the terms of the agreement, the escrow agents returned the stock to Mrs. Craig, thereby terminating negotiations. Only one member of the staff resigned, and Morton D. Bolton and Paul F. Adler are continuing to service accounts as usual, according to Mrs. Craig.

"White Mustang" from KDKA

First of the dramatizations in the "Under Western Skies" series to be carried over NBC-Blue network from KDKA, Pittsburgh, will be "The White Mustang," presented tonight at 9. Author is Derby Sproul, who also will have charge of production, with Maurice Spitalny directing the special music. Spahr Hull will be narrator and cast will include Delle Gillis, John Johns, Helen Wayne, Jack Orriston, Charles Webster and Leon Ward.

WLW "Hoosiers" Commercial

Cincinnati — "Hoosier Housewarming," WLW-produced variety show, has gone commercial for F. & F. Laboratories, through Blackett-Sample-Hummert. Talent includes "Pappy" Shannon, comedian; Deon Craddock, singer; Dough Browning, emcee; Five Novelty Aces, Drifting Pioneers, studio orchestra and weekly guest stars.

Station also has a renewal of Pinex "Merrymakers" through Russell M. Seeds Co.

Heidt Gives Composer Break

Mme. Maria Grever, operatic coach and composer, who wrote some songs years ago that were later simulated by others without compensation to her, presented her latest, "Tipitin," which means guitar, on Horace Heidt's NBC-Blue program last night. Heidt met Mme. Grever recently and, after hearing her story, decided to aid her.

Kyser Show Titled

Kay Kyser's "Kollege of Musical Knowledge," which takes over the Mutual "Melody Puzzles" period Feb. 1, will be retitled "Kampus Klass." Program, originating at WGN and to be heard over WOR here for Lucky Strikes, will air Tuesdays at 8-8:30 p.m. Lord & Thomas is the agency.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

COMING and GOING

BRYCE OLIVER, WHN news commentator, has returned from a two-week vacation in the West Indies.

WILLIAM A. SCHUDT JR., general manager of WBT, the CBS outlet in Charlotte, is on a business trip to Atlanta. He returns to Charlotte tomorrow.

GRADY COLE, WBT newscaster, gets back in Charlotte tomorrow from Louisville, where he participated in the WHAS flood anniversary broadcast.

NORMAN MORRELL, NBC assistant commercial program manager, left by plane for the Coast yesterday to confer with Coast production officials. He will remain several months.

MONROE GOLDSTEIN, representative for Edward G. Robinson and Joe Penner, returned by plane to the Coast last night following the Robinson broadcast on CBS.

RAY PERKINS leaves today for Kansas City to appear at the President's birthday ball in that city.

LORETTA LEE, vocalist heard over CBS from the West Coast for the past six months, returns east next week to begin a vaudeville tour being handled by Paul Ross of Columbia Artists Inc. Tour opens Feb. 4 and includes dates in Detroit, Cleveland and Chicago.

CHARLES E. GREEN, president of CRA, leaves for Chicago today, to be gone several days. RUSS LYON of the sales staff leaves for Detroit this afternoon.

"Flying Priest" Series Going on 100 Stations

(Continued from Page 1)

Africa. The series is authored by Gene Stafford.

The cast, headed by Charlotte Chain and Raymond Bramley, will include the following network favorites: Betty Worth, Lucille Lortel, Natasha Lewis, Craig MacDonnell, Kenneth Delmar and Waldemar Kappell.

KSL Musical Clearance File

Salt Lake City — With increased live talent productions evidencing need for a simplified and correlated musical clearance file, Albert J. Southwick, KSL executive, announces compilation of a musical clearance file. Under Southwick's direction, Lucille Cannon and Francis Urry are engaged in filing 25,000 selections, reputed to include every title available for radio use. Cost of work is estimated at $1,000, with completion expected Feb. 15. When completed the file will give ready access to any radio selection, composer, owner and date of copyright.

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS SAINT PAUL

AGENCIES CHECK UP ON SPOT CAMPAIGNS

(Continued from Page 1)

stances, upon receipt of the photographic copies of station logs, agencies have found that some outlets were running two or three spot announcements between programs. This resulted in one of the largest radio-billing agencies in the country serving notice that in the future it expected a weekly photostatic copy of the station logs on all spot campaigns placed by the concern.

Stations countered that an occasional request for a check-up was well within the agencies' rights, but for a steady diet it would work a hardship on a great many stations which are on the level and consequently suffering for a few unethical managements. For the small rate charged for station-break announcements, the fair-minded stations emphatically state there is no money in it when attended by various detail and log photographs.

Excerpts from typical letters to station reps follow:

"....it is getting to the point where the spot announcement business requires so much detailed work that the cost is greater than the income. Because some stations do not operate according to Hoyle, I see no reason why the honestly operated station which has notified the client of any changes or errors should be required to furnish anything beyond affidavits."

"....agency's letter questions the integrity and honesty of the station... we will not take the time to send on copies of our announcers' operating schedule for any account, as this would be setting a precedent and we would eventually be required to do it for each and every spot advertiser...we do not feel that the spot business, at our present rate, is worth the effort which the agency expects the station to make."

"....we have treated the account with exacting fairness and honesty and frankly do not believe we are expected to forward complete announcer schedules...we will, however, send a copy showing schedule for 15 minutes before and after the—announcements, but will eliminate our affidavits."

Albany Ork on CBS

Albany—Herb Gordon and his Ten Eyck Hotel Orchestra have been scheduled for airing over CBS for half-hour periods at midnight, Tuesdays and Thursdays. Rockwell-O'Keefe made the tie-up. Programs will originate via WOKO here, with Sherb Herrick at the mike.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service

NEW PROGRAMS—IDEAS

"Your Child and Mine"

WREC, Memphis, has started this discussion series led by Dr. William R. Atkinson, Professor of Psychology and Education at Southwestern College. Purpose is to offer parents advice on child upbringing. Two voices are used on each show, Dr. Atkinson having the assistance of a different feminine voice for each broadcast. Forest Hill Dairy is sponsor.

American Diplomacy

"America Looks Abroad," new dramatic feature over WSM, Nashville, presents the story of American diplomatic relations. Shows dramatize background of present international situations and are enacted by cast of 50, directed by Harold Selman on the dramatic end and by Pietro Brescia on the musical side.

Dramatizing Words

Dramatizations of words and phrases is a new feature recently added to E. A. McFaul's "Pronounce It" program over CKLW, Windsor-Detroit.

"Did I Remember" Led Network Songs in 1936

(Continued from Page 1)

5.	You	28,685
6.	When I'm With You	28,522
7.	Lost	28,224
8.	When Did You Leave Heaven	27,352
9.	You Can't Pull The Wool Over My Eyes	26,695
10.	Stompin' At The Savoy	26,610
11.	Would You?	25,994
12.	There's A Small Hotel	25,942
13.	Take My Heart	25,904
14.	Let Yourself Go	25,234
15.	All My Life	24,881
16.	Stars And Stripes Forever	24,802
17.	Alone	24,748
18.	These Foolish Things	24,565
19.	Robins And Roses	24,542
20.	Glory Of Love	24,465
21.	Way You Look Tonight	24,191
22.	Until The Real Thing Comes Along	24,143
23.	It's Been So Long	22,985
24.	Cross Patch	22,963
25.	Lights Out	22,639

Power Break Silences WEAF for 86 Minutes

(Continued from Page 1)

mercial scheduled and a switch was made.

Cause of the accident was a broken circuit breaker which fell across a high voltage wire in the Belmore plant of the Long Island Power & Light Co. This necessitated shutting off the high voltage circuit. During a two-hour check-up, while the station was off the air, 540 phone calls were received from would-be listeners.

WCAU Airs Mayor from Bed

Philadelphia—As a result of Mayor S. David Wilson being confined to his bed for the past few weeks, WCAU ran a wire to his home last night at 10:30 p.m. in order that the Mayor could have an opportunity to fight against the proposed sales tax which the City Council is seeking to put through.

Bob Carter to Speak

Bob Carter, chief announcer at WMCA, will be guest speaker at Advertising Club Luncheon tomorrow afternoon. Carter will speak on radio.

Larry Menkin Back

Larry Menkin, CBS production man, has returned to work after a week's illness.

Canada's New Fee on Sets May Spur U. S. Purchases

(Continued from Page 1)

automatically registered via the dealer, radios brought in from the U. S. can avoid registering.

Canadian tourists returning from the U. S. in last nine months brought in radios valued at $499,827 duty free under the $100 exemption. Of this amount, $54,389 worth of radios were brought in during December.

It is estimated that about 25 per cent of license holders have two or more radios. New fee, which goes in effect April 1, has aroused much protest.

RADIO AIDS IN LOCATING AIRLINER LOST 7 HOURS

(Continued from Page 1)

wave equipment, station maintained contact between pilot of plane and Newark airport officials, also airing intermittent bulletins and requesting listeners to listen for the plane and phone in if they heard it. At 3:04 a.m. WMCA flashed the news that plane had landed at Hartford, and station signed off at 3:34 a.m. after airing names, details of landing, including of the crew and passengers.

Dave Driscoll of WOR's special features division was at home preparing to retire when he received news of the missing plane via radio. He drove from Forest Hills to WOR's Times Square studios in 18 minutes through the storm. WOR listeners were asked to phone in, and 227 calls were received from five states. Station stayed on the air until 3:30 a.m. Fourteen years ago to a day, WOR did similar service when the dirigible Shenandoah broke loose at Lakehurst.

WNEW's all-night audience also cooperated Monday night by listening for the lost plane. At 2:53 a.m. a listener reported to Stan Shaw that he heard it over Bridgeport. Shaw passed the information on to Newark airport.


"Day in Review"
DISTINGUISHED
AVAILABLE ON —WXYZ— MICHIGAN RADIO NETWORK
FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.
LOCAL, NATIONAL AND WORLD WIDE NEWS
Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.
FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS
KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

March 8: KMAC, San Antonio. Vol. assignment of license to Walmac Co. 1370 kc., 100 watts, 250 watts LS., unlimited.

WGAN, Portland, Me. Authority to transfer control of corp. to Wm. N. Campbell and Lloyd C. Greene. 640 kc., 500 watts, limited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

March 14: Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Mountain Top Trans Radio Corp., Denver. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

Hazeltine Service Corp., New York. CP for new television station. 42000-56000, 60000, 86000 kc., 125 watts.

Eastern Carolina Broadcasting Co., Goldsboro, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Tacoma Broadcasters, Inc., Tacoma. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATION

W. H. Hartman Co., Waterloo, Ia. CP for new station. 1400 kc., 500 watts, daytime, be dismissed

LINCOLN

John Edwards, newscaster for KFOR, submitted the prize winning play, "Hades Ladies" to the University of Nebraska dramatic society.

Don Searle, newly appointed general manager of KOIL, KFAB, and KFOR, is here for a week instructing KFAB-KFOR studios in his policy needs. Will make his office in Omaha at KOIL.

Chick Miller has been named chief announcer in the Lincoln studios of KOIL, KFAB and KFOR. He succeeds J. B. Lake, who moved to KWGB, Hutchinson, Kan.

KVI, Seattle-Tacoma

Edward J. Jansen, commercial manager, is in St. Joseph's Hospital, Tacoma, recovering from a minor operation.

Lewis North, engineer, was the featured speaker at the Radio Club in Olympia last week.

"Sports Round Table" took to the air Monday, led by Jerry Geehan, KVI's popular sportscaster. Outstanding sports authorities and personalities will appear as guests on the programs Monday night.

DAILY SCOOPS

Suggested Listening Tonight!

• • • BARRY WOOD

.....WABC, 6:45 P.M., E.S.T.

doing

"I DOUBLE DARE YOU"

and

"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"

SHAPIRO BERNSTEIN, INC.

Music Publishers . . . RKO Bldg., N. Y. C.

Jonie Taps, General Manager



• • • **Personal Postcards To: Phillips H. Lord: You were victimized last week by a clever press agent who planted a person on "We, The People" which your office oked. Person made the news pages via a press agent's yarn about shaving in phone booth to get a job and then being nabbed by a detective. All this was pre-arranged including the pinch. Later he was selected for your show and during the rehearsal his scripts had the name of the razor deleted from the script—but during the show, he managed to use the name three or more times when it was too late to cut him off. Your office paid him $15 for this stint—but Packard Razor doubled your price and he's working there now!....Tommy Rockwell: Now that Ralph Wonders is no longer with you, he's bound for Chicago with a recorded show under his wing which may be sold by the time this reaches print....Richard Himber: Irving Lehrer, your press agent who is doing a swell job for you, deserves the title "Mr." because of his work....Boys and girls in Hollywood: Del Casino will be in your midst by the time you read this. We just know you'll go wild about the kid.... Oscar of the Waldorf: Bill Paley, head of CBS, has an air-conditioned kitchen right next to his office on the 20th floor of the Madison Ave. edifice....Edward Klauber: May we again suggest Johnny Augustine for a conducting spot at CBS. He's a genius with a baton waving over a herd of musicians.**

• • • *F. W. Meyer: With all Denver stations banned from the courtroom during the trial of three men charged with installing transcription microphones in office of Gov. Teller Ammons of Col., your KLZ boys reported the closing moments of the trial by recording proceedings from adjoining ante-room. A second after the verdict finding the trio guilty of eavesdropping was returned in court, principals in the case were hustled before KLZ mikes to record views. Disks were played hour later during regular newscast....Voices recorded included District Attorney John A. Carroll and convicted men.*

• • • **Grover Whalen: At the opening nite of Billy Rose's place you went backstage to see how things were being run and Wini Shaw, that glamorous gal, came down the steps and planted a kiss right on your kisser. It was a mistake and she apologizes. She thought you were Oscar Shaw—who impersonates YOU....CBS page boys Bob Ferres and Sammy Schiff: A fellow tried to get into the Hammerstein show last week but was refused admittance until Teddy Powell came to his aid. He was Mack Davis of the Artists' Bureau....Arthur Kudner: Did you know that the Duke and Duchess of Windsor have rented a beautiful home at Paradise Beach, Nassau, in which they'll reside for a period while visiting?....CIO: Henry Spitzer signed Harold "Pins and Needles" Rome as a Chappell writer—also Marc "Cradle Will Rock" Blitzstein....Toby Wing: Pinky Tomlin, who was your fella while you were west, presented Joane Alcorn with an engagement ring bearing 20 diamonds and 18 sapphires—with Feb. 17 set as the blending date in Santa Barbara.**

• • • *Press agent's union: Leslie Leiber of the CBS press dept. and flute player on the Swing Session was transferred to the coast for four weeks. George Lottman, just back from Florida, will go to Hollywood to reorganize his coast office. Hal Davis of the CBStaff is back at the desk after a nervous breakdown due to overwork (?)....Associated Press: Your wire service released a story about the farmer in Shelbyville, Ill., whose cows, hogs and horses adore mountain music and he doesn't go out in the cold to get them back home but tunes in a hillbilly program via the loudspeaker which is hung on the barn door and the music brings them back on the trot. Well, the program the farmer tunes in on comes via WEBQ, Harrisburg, Ill., and is a transcription of WMCA's Zeke Manners Gang.*

NEW BUSINESS
Signed by Stations

WGN, Chicago: Bayuk Cigars (Phillies), "Quin Ryan's Highlights of Sport"; Kruschen Salts, "Dr. Friendly"; Sterling Products, "Way Down East."

WCKY, Cincinnati: Richman Bros. Co. (clothing), spots, through McCann-Erickson; Carter Products Co., spots, through Street & Finney; Longines-Wittnauer Co. (watches), spots, through Arthur Rosenberg Co.; RCA-Victor Co., spots, through Lord & Thomas; Procter & Gamble (Ivory Soap), spots, through Compton Advertising; Good Luck Food Co. (Good Luck Desserts), announcements, through Hughes, Wolff & Co.

WEW, St. Louis: P. W. White Motor Co., musical clock.

WFIL, Philadelphia: Adam Hat Stores, sports; American Chiclet Co., spots, through Badger, Browning & Hersey; Grove Laboratories, news; Manhattan Soap Co., spots, through Peck Advertising; Glass Container Ass'n, dramatics; Humphries Homeopathic Medicine, spots, through Biow Agency.

KYW, Philadelphia: Procter & Gamble (Ivory Soap), ETs, through Compton Advertising; M. G. Breitenbach Co., ETs, through Morse-International; Richard Weatherill, talk.

WGY, Schenectady: United Drug, ETs, through Street & Finney; Scott Paper Co. "Market Basket," participation, through J. Walter Thompson.

COLUMBUS

William Orr, WBNS commercial manager, visited Chicago on business.

Jim Cooper, WBNS newscaster, is considering broadcasting his late evening news program from his home. The idea is that he can catch an extra hour's sleep if he doesn't have to return to the studio every night.

Three local stations will employ 18 musicians as regular staff members. This marks the first time that WCOL has employed staff musicians.

WOKO-WABY, Albany

WOKO, Albany, has signed a ten-piece band.

Billy Rose and Johnny Lee will resume their Saturday evening program of popular songs Jan. 29.

Balbo Oil is sponsoring a Sunday afternoon program of Italian music over WABY.

Parent-Teachers Association of Albany is sponsoring a series of Friday programs over WABY.



ORCHESTRAS MUSIC

CLYDE LUCAS and His Orchestra, formerly an MCA attraction, has signed an exclusive management contract with Rockwell-O'Keefe.

Larry Clinton brings his orchestra into the Terrace Room of the New Yorker Hotel on Saturday for the one night only while Glen Gray and the Caso Loma Orchestra will adjourn to Washington to appear at the President's Ball.

Meyer Davis, musical caterer to the smart set and the White House, will direct his orchestra in a special program over NBC-Blue network on Feb. 1 at 10:30-11 p.m.. Barry McKinley, tenor, will assist.

When the New York Police Club's Glee Club airs it annual concert from Madison Square Garden on Saturday, part of the program will be the result of the efforts of their radio godfather, genial Horace Heidt. The tall Biltmore maestro, has coached then in several of his own routines and has lent them arrangements. In order that "Rosalie" and "Vieni, Vieni" will have the right interpretation, Heidt's choral director, Leo Flanders will appear as guest conductor.

Fletcher Henderson and his orchestra open at the Trianon ballroom, Seattle, tomorrow for CRA. Orchestra recently closed a four weeks' engagement at the Vogue ballroom, Los Angeles.

Leon Prima and his orchestra have left Prima's Shim Sham in New Orleans to play at the Grove, new spot on the Gulf Coast at Gulfport. Earl Dantin and his band replace Prima and the latter's New Orleans spot. Dave Winstein and his band are closing at the Club Plantation shortly to be followed by Burt Massengale.

Ken Sisson, American arranger and orchestra leader, now conducting "Canada 1938" for Imperial Tobacco Co. Ltd. from Montreal, has written a tune called "Snowtime," which has been accepted for publication by Mills Music Co. and Canadian Music Sales. Lyrics of the tune were written by L. S. B. Shapiro of the New York Times, who also is Manhattan columnist for the Montreal Gazette.

Erskine Hawkins and his Orchestra are being booked for a tour of one nighters throughout the Eastern States. The band will be fronted by Stepin Fetchit. Set-up was engineered by Moe Gale of Gale Inc. and Consolidated Radio Artists.

WILLIAM SCOTTI and
The Sweetheart Rhumba Quartet
instrumentalists
Featured by Manhattan Soap Co.
WEAF
Thurs. 9:30 a.m. and 6:35 p.m.
Fri. 9:30 a.m.
Exclusive Management
Ben B. Lipset, Inc. 607 Fifth Ave., N.Y.C.
Phone PL. 3-6368

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WDAS—Philadelphia

1370 *Kilocycles*—250 *Watts*

ALEXANDER W. DANNENBAUM, President
P. J. STANTON, General Manager
A. W. DANNENBAUM JR., Sales Manager

"PHILADELPHIA'S Only Full Time Independent Broadcasting Station"—this slogan has accompanied the call letters of WDAS for many years and truly identifies it in Philadelphia.

Established in 1920, the station has built for itself an enviable reputation for bringing to Philadelphians events of local significance as well as programs. Having more local accounts than any other local station is testimony to the popularity of WDAS in the Philadelphia scene.

The first to broadcast the Eastern Penitentiary programs. The first to make a definite stand on mass audience programs that resulted in favorable comment from many national agencies. In addition to its many local programs—wrestling bouts, boxing bouts, the "Merry-Go-Round" programs—WDAS has been broadcasting many church services. Its programs for the foreign language groups and negroes have likewise brought the station nationwide repute.

Showmanship, ever a paramount factor in broadcasting, is synonomous with WDAS. Its street broadcasts, remote lines into newspaper offices and political headquarters, its comic cartoon advertising campaign in the Evening Ledger, the first ever to be attempted, are typical of this showmanship.

No little credit for the success of this station, which refused to be catalogued as a "one lunger" years ago, may be placed on the shoulders of the station president and guiding influence, Alexander W. Dannenbaum. With over 50 remote lines, WDAS, still the only independent full-time station in the 3,000,000 Philadelphia area, is forging ahead to even greater success in 1938.

SAN FRANCISCO

Hal Burdick's serial, "Dr. Kate," after a six-week absence, returns to NBC-Red coast network for Sperry Flour on Jan. 31. It will air 15 minutes daily.

Joe Sudy, whose orchestra goes into the Del Mar Country Club on Saturday for a run, will air coast-to-coast on NBC-Blue.

Gordon Mooser, formerly of KEHE, Los Angeles, has joined KYA as chief accountant.

"Hawaiian Moon Casino" has been renewed by Lehn & Fink through Wm. Esty & Co. over CBS stations here and in L.A.

KYA has added another 15-min. daily news period at 6:15 p.m., with J. Clarence Myers handling it six days and Richard Moyes Deasy on Sundays.

CBS Signs Lew Parker

Lew Parker, comedian, has been signed under management of Columbia Artists Inc.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

FORT WORTH

Bess Coughlin, pioneer WBAP singer, noted for her cowboy ballads, went to Louisville to represent WBAP on WHAS flood show.

Blanche LeBow, who has appeared at WHB and KMBC, Kansas City, is now singing with George Duffy's orchestra at the Texas Hotel, airing over KTAT.

Bob Calen now has a night show as well as an early morning program over WBAP. It's dedicated to forthcoming Southwestern Exposition.

GUEST-ING

CHRISTINE JOHNSON, contralto; ROBERT SHANLEY, baritone, and ELDA ERCOLE, soprano, on "Metropolitan Opera Auditions," Jan. 30 (NBC-Blue, 5 p.m.)

GENE LESTER, singing cameraman, on "Log Cabin Jamboree," Jan. 29 (NBC-Red, 8:30 p.m.)

ALAN MOWBRAY and LOUISE FAZENDA, on Radie Harris program, Jan. 27 (WOR-Mutual, 6:45 p.m.)

MARI SANDOZ, author, guest of Page Carr's "Books in the News," tonight (WQXR, 3:45 p.m.)

BOB CROSBY and his orchestra, and KAY WEBBER, vocalist, on Martin Block's "Sunday Swing Concert," Jan. 30 (WNEW, 11 a.m.)

FLORENCE VINCENT, newspaperwoman, guest of Vivian Shirley, today (WNEW, 2:30 p.m.)

IDA LUPINO, with Tyrone Power in "Forever England," on "Hollywood Playhouse," Jan. 30 (NBC-Blue, 9 p.m.)

GLENDA FARRELL and HUMPHREY BOGART, in "Manhattan Latin," on Rudy Vallee show, Jan. 27 (NBC-Red, 8 p.m.)

EDWARD ARNOLD, MRS. ARNOLD and JACK MULHALL, on Feg Murray-Ozzie Nelson program, Jan. 30 (NBC-Blue, 7:30 p.m.)

MARY JANE WALSH, on Schaefer Beer program, Jan. 27 (WEAF, 7:30 p.m.).

MAUREEN O'CONNOR and DOROTHY MARIE WADE, on Eddie Cantor show, tonight (CBS, 8:30 p.m.).



PROGRAM REVIEWS

"Choral Contrasts"

"Choral Contrasts," on WOR-Mutual. Sundays at 9-9:30 p.m., is presented in conjunction with WPA Federal Theater Radio Division. Groups heard last Sunday were the Madrigal Singers, Negro Melody Singers and Federal Opera Singers. Repertoire included Mozart, Brahms, Haydn and of course traditional tunes. Organ music helped on the accompaniments, and each group had its own conductor. With the exception of the traditional airs, it seemed that the selections were top-heavy, both in arrangements and rendition, as well as the selections themselves. Actually the "contrasts" failed to materialize on this occasion. Voices were excellent, but probably the Sunday night date induced the tiresome material.

"That's My Story"

Dramatizing short short stories adapted from Liberty Magazine, this WLW Line presentation (WLW, WFIL, WHN) sponsored by Libby, McNeill & Libby ought to prove a generally interesting series. The Liberty shorts usually have a good action content, making conversion into a radio script a rather simple matter.

Initial skit, though in a somewhat familiar domestic drama groove, held interest, with emphasis on femme appeal. Acting was okay and commercials were not overdone. Program is heard Monday, Wednesday and Friday, 6:15-6:30 p.m. J. Walter Thompson Co. is the agency.

"Pet Peeves"

"Pet Peeves," heard Saturdays at 7:30-7:45 p.m. on WMCA-Intercity, is another form of quiz-type forum program, emceed by Jack Shannon and announced by Joe Tobin. Listeners may send in letters with their peeves and the best one is invited to the studios to put them on the air. Thus the street car motorman, the guy who blocks the door in the subway and so on, all get their just dues. Many are the obvious squawks the average listener would like to get off his chest and for the most part the show is quite entertaining.

"Motor City Melodies"

This program, also known as "WJR Presents," went on the CBS coast-to-coast network Saturday from WJR, Detroit, at 2:30-3 p.m., and turned out to be a generally pleasing musical show, with orchestra and vocalists both of big-time calibre. Opening with a vocalized "Let 'Er Go," the well varied repertoire included "O Sole Mio" by the orchestra, "Louisiana Hayride" with vocals, a special arrangement by Ray McConnell of "Homing," more vocal work on "Saskatchewan," "The Skaters' Waltz," and "Who" and other pieces in which the orchestra did itself credit. The harmony work was very good. Talent on the show includes Samuel Benavie and augmented studio orchestra; Helen Hadley, soprano; The Bavarians, male chorus; Three Aces, and a mixed chorus directed by Don Large.

Benay Venuta

A new Benay Venuta program series started Saturday at 2-2:30 p.m. over WOR-Mutual. Like other shows in which Miss Venuta has figured, it was a lively and altogether highly enjoyable musical variety concoction, with Leo Freudberg's orchestra for musical background, Leonard Warren and Sylvia Clyde supplementing Miss Venuta in vocals, and Pauline Alpert in a piano specialty. Only artist not caught before was Warren, who displayed a grand voice in his rendition of "Rosalie." He deserves more opportunities.

Tino Rossi

NBC's new French singing star, Tino Rossi, who made his debut this week for Monday and Friday series at 7:45-8 p.m., is a likable and appealing romantic troubador on the order of Jean Sablon, but with a somewhat more expressive voice. He has a Parisienne flavor and charm, and is at his best in French ballads, though he also warbled in accented English—even essaying "Bei Mir Bist Du Schoen"—with entertaining results. His style, however, is more to the taste of continentals than to the mass American audience.

Arthur Godfrey

More of the typical Arthur Godfrey singing and chatting, with organ accompaniment by Johnny Salb, is offered in the new Barbasol (shaving cream) spot on CBS, Monday and Friday at 7:15-7:30 p.m. It's the same brand of carefree, informal and altogether easy-to-take stuff that Godfrey has been offering in morning periods for the same sponsor. Agency is Erwin, Wasey & Co.

WFBM, Indianapolis

Col. Fred Winter goes along as announcer with Chuck Wagon Boys to a new 8:30 a.m. spot, thrice weekly.

"Early Birds," now in fifth year, start a half-hour earlier to accommodate participating sponsors. Ben Wilbur handling news assignments, with Ned LeFevre conducting the early morning flight.

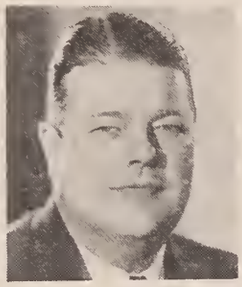
Walter Reuleaux, music chief, directing Bohemians, five-piece string ensemble, added by Railroad Men's Federal Savings & Loan.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

SYDNEY DIXON

NEWCOMERS to radio could get more than a few pointers from NBC's newly appointed western division sales manager, Sydney Dixon. Like a lot of other NBC veterans, Dixon has a wealth of early day radio experience, which takes in every phase of broadcasting from producing and selling bedtime story programs to operating a nemo booth.



Became sales executive via tenor route.....

Born in Muskegon, Mich., May 14, 1899, Dixon was four when his family moved to Seattle. His education in Seattle public schools was broken for a year in 1918 when he joined the army. Later he attended the University of Washington. Possessor of a fine tenor voice, he studied for two summers at the Myers School of Voice in New York. To pay for his tuition he delivered ice to fashionable homes around Central Park and Riverside Drive. One of the homes he serviced is now occupied by John Royal, vice-president in charge of programs for NBC.

After he finished school, he turned to radio as a singer. In between public appearances, which included a tour of Canada, he sang over every well-known station in the West. As staff tenor, sports announcer, program and sales manager, he worked for several Seattle stations. In 1930 he left Seattle to join KYA in San Francisco as production manager. In 1931, with a full knowledge of radio, and with an acquaintance of practically everybody in the industry, Dixon joined NBC as manager of local sales in the Golden Gate city.

When the need of a sales office for NBC in Hollywood became apparent, Dixon was transferred there, and later made Assistant Sales Manager of the Western Division. Recently, when Harry Anderson resigned to accept a position with the Honolulu Advertiser, owners of KGU, Don E. Gilman, vice-president in charge of the western division, appointed Dixon sales manager.

Dixon is married to a well-known pianist, the former Guinevere Borgford, whom he has known since she was four. They have two sons.

He is a member of the Board of Directors of the L. A. Advertising Club, Chairman of the Ways and Means Committee of the PCAA for the 1938 convention, member of the Delta Tau Delta Fraternity and the Phi Mu Alpha national fine arts honorary society, and also belongs to the San Francisco Bohemian Club.

PROMOTION

KELO Jell-O Weight Guessing

A shimmering, shivering, towering mold of Jell-O, reputed to be the world's largest Jell-O dessert, was displayed recently by the KELO-KSOO Merchandising Department in the show windows of Sioux Falls (S. D.) Gas Co. The giant dessert was made in specially constructed molds and placed inside a large Electrolux Refrigerator. Hundreds visited the exhibit to inspect the unusual display and enter a contest to estimate the weight of the Jell-O dessert. First prize was awarded to a theater employee who estimated the weight at 92½ pounds. ...just one ounce more than the correct weight. All contestants were given Jell-O recipe books and General Foods' Radio Brevities Magazines.

According to reports received by the KELO-KSOO merchandising department, Jell-O sales response in the Sioux Falls territory has been extremely gratifying.

News Bulletin Board

WHBF, Rock Island, has constructed a news bulletin board in the lobby of the Safety Building where they have their Rock Island studios. Latest news bulletins, both local and UP, are posted on the board immediately after broadcast. It is particularly convenient for office workers who are unable to listen to radio during working hours. Board also lists the times of regular WHBF newscasts.

Vick's Cartoon Albums

Vick Chemical Co. is giving away 100,000 cartoon albums of 65 pages, free for the writing, via the Tony Wons program. Only two announcements are being made, the first one having gone out last Friday at 10:30 a.m. over 28 stations of CBS.

Student Listening Habits

CBS sales promotion department last night put into the mails a 24-page booklet on "Radio Goes To College." Book is a study of the listening habits of college students.

WCAE, Pittsburgh

New commercial brings the Pearce Family, music and drama, to the air Sunday night at 6:45 p.m. Premiere last Sunday met with widespread approval.

Sports Announcer Jim Murray is a member of cast that will stage show at annual Pittsburgh Sports Writers roundup dinner at William Penn Hotel, Feb. 13.

Musical Director Earl Truxell drew round of applause from radio scribe Darrell Martin last week. Truxell's work on "Night at the Inn" shows was complimented.

Announcer Charles Roe is playing the lead in local production of "Accent on Youth."

Lillian Malone's "Polly Entertains" program goes into a new spot next week, 9:30-9:45 a.m.

Los Angeles

DON E. GILMAN, vice-president in charge of the Western Division of NBC, since making his permanent residence in Hollywood, has taken an active interest in civic affairs. Last week he was named a director of the All Year Club of Southern California, in which group he will play an active part, along with prominent publishers and other community leaders.

Wade Lane, whose Mertens and Price transcription series, "Home Folks," is a favorite in every English-speaking country, now has a new Monday night quarter-hour known as "Cross Roads" on KEHE. Lane was known to millions of radio listeners for his portrayals of the "Postmaster" on "The Country Church of Hollywood." His new program is heard at 7:15 p.m. Mondays.

With "Hollywood Hotel" making its debut on 26 Canadian stations Friday night, Ray Paige and his orchestra will feature a special arrangement of "Canadian Capers," and Ann Jamison, herself a Canadian, will sing favorites of Canadian audiences. George Murphy, filmite, will emcee the show.

Reports that Dick Powell seeks release from his singing-emcee berth on "Your Hollywood Parade" are denied by Warner Bros., who have the star under contract. Tom McAvity, Lord & Thomas producer, says the situation is being ironed out satisfactorily.

Dale Armstrong, radio editor of the L. A. Times, inaugurated his "Radiolo" interviews of radio personalities on KFI Tuesday at 10:15 p.m. First interviewee will be Jack Benny. Armstrong mutes his KFAC program with the start of the new one.

David S. Ballou Productions reports the sale of the first 39 episodes of their transcribed "Thrills in the Newsreels" to All-Canada Radio Facilities, Ltd., for Canada.

Howard Swart, author of and player in "The Newlyweds," wrote and acted in the 650th episode of the CBS afternoon serial.

Patricia Ellis and Stanley Morner will guest on the CBS "Hollywood Showcase" Jan. 27. Lud Gluskin's music and Harry Simeone's chorus are regular features of the program.

WREC, Memphis

Professor W. R. Atkinson, who teaches psychology at Southwestern University, has started a series giving mothers psychological advice concerning their children. Program sponsored by Forest Hill Dairy Co.

"The Friendly Four," a quartet of Latter Day Saints (Mormons) from Salt Lake City, sang four programs over WREC while in Memphis over week-end on a good will tour.

Hugh Murphy, WREC announcer, is grooming for a role in "Eternally Yours," playlet to be presented by James Lee Academy of Art.

NEW HAVEN

WELI now takes Billy Fields and his Westerns, 2:30 Fridays from WSPR, Springfield. WNBC, New Britain, does likewise.

Combined New Haven Symphony and Civic orchestra concert series for young folks, with Harry Berman as conductor and commentator, enjoy unusual New England coverage. WICC feeds the music to the Colonial, WELI to WMCA-Intercity and WNBC, WCOP, and WSPR have a special regional hookup.

Perry Lafferty, WBRY music director, is heard in his own creation, "Piano Styles of the Future."

Mack Parker, WICC studio super in New Haven, sings the lead in the New Haven Light Opera Guild's presentation of the "Chocolate Soldier" Feb. 25-26.

OKLAHOMA CITY

Bill Simpson, KTOK announcer, married Dorothy Morgan, one of Dixie Belles trio, Saturday. Staff gave pair a party at home of Mrs. Helen McCabe, sec. to g.m. Joseph W. Lee.

Elliott Roosevelt, Hearst Radio president, spoke at Chamber of Commerce luncheon here and was aired by WKY, rival to KOMA, local Hearst station.

Harold Shreve, continuity editor KTOK, is originator and author of new Sunday commercial "The Key Show," 15-minute spot entirely in rhyme.

Criterion Theater on WNEW

Criterion Theater, Broadway movie house, is using WNEW for three five-minute spots and one quarter-hour weekly for a period of 13 weeks.

Chicago

HUGH STUDEBAKER recently visited the Ozarks, where he looked over some farm property which he may buy.

Verne Smith, leading man of "Arnold Grimm's Daughter", is studying Spanish and French.

Del Owen, associated with John Blair production department, will return to music making for a brief spell when he conducts an orchestra at the International Amphitheater at the Stock Yards in connection with the International Air Show to start on Jan. 28.

If You Have Something To Sell

To The Radio Industry

Put It In The Show Window of Radio

"A TEST WILL TELL"

ADVERTISE REGULARLY

IN

RADIO DAILY

PHILADELPHIA

Mary LaTell is the newest addition to WIP's vocal corps.

Edward Ford is the new chief engineer of the new KYW building.

Pat Henry, former WIP baritone, is now on the CBS Instrumentalists Show.

Powers Goraud's new "Radiofilm" broadcast moves to Sunday nights.

Clarence Fuhrman and his WIP studio band now have five songsters on daily programs, namely, Evelyn Russell, Mary West, Jack Hutchinson, Ruth Webb and Larry Rogers.

Kerby Cushing starts a new series of sportscasts over KYW, with guest stars.

Jack Steck takes on the WFIL job of directing and interviewing for the station's auditions.

Frank Shannon will revive his "S.S. All In Fun" program on an early morning spot over WPEN and continue his engineering at WCAU in the evenings.

WCAU's whispering Jack Smith is now heard thrice weekly in a new series of request songs.

Karl Bonowitz replaces Arthur Hinnett at KYW and becomes the "Melody Man" on a new series.

The Dixie Plow Boys, with Lee and Mac, take over the two daily WCAU broadcasts of the Happy Valley boys, who have left for New York.

May Robbins, formerly with stations in western Penna., is a new addition to the WIP program department staff.

ARTA has filed complaint with National Labor Relations Board charging Sanford Guyer, sports announcer for WIP, was discharged for union activity. Station denies charge, claiming announcer was released on request. Guyer is still heard in a program over the station as he's under contract to a sponsor who wants him.

WIP introduces a new program, "Sing Music," with Samuel Wooding.

Joseph Savitt, father of Jan Savitt, KYW's music director died suddenly.

Dave Tyson heads WFIL's new "Ole Time Spelling Bee."

Ben Alley celebrates his first anniversary on WCAU next week, with Doris Havens accompanying him at the organ.

Angelo Palange and Manning Hall of WPEN are now conducting "Ringside" interviews from one of the city nighteries.

ONE MINUTE INTERVIEW

JAMES R. FOUCH

"Programs are no better than the microphones used. The tiny, delicate precision instrument can make or mar a broadcast. Through the years they have been developed from the original cumbersome instrument to today's scientific development. Probably tomorrow's research will come, not so much to the instrument itself as to stands, booms and other accessories."

☆ Coast-to-Coast ☆

ALISTAIR COOKE, heard as "A Critic on Broadway" Saturdays at 7:30 p.m. over NBC-Red Network, has been engaged as commentator of "March of Time" newsreels for distribution throughout the British Isles. He will make his debut in the film for February release.

A recording of Carl Sandburg reading selections from the "American Song Book" to the accompaniment of his own guitar will be heard for the first time on the air on Norman Corwin's "Poetic License" program over WQXR at 9:45 tonight.

Jean Ellington, NBC songstress, has added shortwave broadcasting to her activities. She is now the vocalist of the musical program shortwaved by NBC to Europe on Tuesdays at 1:30-2 p.m., with Norman Cloutier's orchestra.

CBS "American School of the Air" will introduce two new courses when the "Human Relations Forum" starts next Monday, and the "International Music Programs" begin Feb. 10: Both will be heard during the regular school time, 2:30-3 p.m.

A new time, planned to be permanent, has been set for the Senator Fishface and Professor Figgsbottle musical comedy program. Next Sunday and thereafter, the zany comedians will be heard at 6-6:30 p.m. over NBC-Blue Network.

Jack Stevens, prominent Hartford sports broadcaster heard over the Yankee Network weekly on Saturdays at 7:45 p.m., will produce his weekly programs from WICC's New Haven studios as a feature of the dedication program produced from WICC, celebrating the opening of WICC's new studios on Saturday.

A specially written radio version by the Federal Theater of the current play, "One Third of the Nation," will be presented by the City-Wide Tenants Council over WNEW at 4:30 p.m. today.

CHAB, Moose Jaw, Saskatchewan, has signed for "The Morning Bulletin Board," variety show syndicated by Star Radio Programs. The Canadian station is also broadcasting Star's "Good Morning Neighbor," and is a Star Commercial subscriber. Latest stations to take the latter service are WIL and WSAL. WIBX of Utica is airing Star's special series, "Howlers."

Dr. Paul N. Wenger, Supervisor of Manual Arts in the public schools of Greenwich, and John G. Shea, Special Teacher in the same schools, co-authors of "Colonial Furniture," will be guests on Syd Hayden's "Everybody's Hobbies" program over WNYC on Friday at 5:15 p.m. Dorothea Lawrence, concert soprano of many hobbies, continues on the program singing original American songs through February and March.

The Three B's (Bob Oglesby, Ben Loewy and Bill Lambert), swing-singing trio, recently back from Texas, and Ruth Clayton, singer from the cast of "I'd Rather Be Right," were on the Nick Kenny "Road to Fame" program over WMCA last night. It was Miss Clayton's radio debut, and she's rated a comer.

Jackie Jordan Jr., 12-year-old son of Jack Jordan of WHN's Artists Bureau, will be seen in the new Broadway play, "Sun Up to Sun Down" which opens Feb. 1 at the Hudson Theater.

Jay Jostyn has been signed to play the male lead in "Second Husband," CBS feature which stars Helen Menken. Program, under sponsorship of Sterling Products, is heard Tuesdays, 7:30-8 p.m.

KFYR, Bismarck

The North Dakota State Bureau of Criminal Identification is using KFYR for a daily five-minute Police Bulletin broadcast.

The Four Counts, versatile instrumental and vocal group, are now on KFYR three times a week. They came here from Minneapolis.

Most enthusiastic acclaim given any musical group heard over KFYR during the past several years was accorded The Singing Debutantes, a modern chorus of 17 girls directed by Florence Page.

Bert Burda, a sensational 13-year-old boy soprano, is the year's greatest solo discovery at KFYR, according to Dick Burris, program director.

Station is now giving complete news coverage of North Dakota in press reports written by Fred Orr.

WJSV, Washington

Arthur Godfrey, Arch McDonald and Larry Elliott of the station's staff, as per annual custom, will serve as emcees at local hotels Saturday for the President's ball celebrations.

Elinor Lee, home economist, is back from the economics confab in Mansfield, O.

Station's new staff orchestra, conducted by Meyer Goldman and handled by John Salb, made its debut last night.

Three of the station's personalities have joined the ranks of successful songwriters — at least, successful enough to have their works published. Arthur Godfrey's "Pale Potomac Moon," and "I'm Losing You" by John Salb and Hugh Conover, are being put out by Davis & Co., New York music firm.

RICHMOND

State Corporation Commission issued an amendment to the charter of WLBG Inc., Richmond, with John Stewart Bryan listed as president, to change its name to Richmond Radio Corp. and changing location of its office from Petersburg to Richmond.

A new program, "Information Please," will be heard over WRNL every Tuesday at noon. Consists of questions and answers sent in by listeners.

In addition to its varied educational features, WRTD's Junior Radio Club program, under direction of "Uncle Bill" Vidal, will use large numbers of boys and girls interested in public safety activities.

Art Brown and Joe Blair motored down from Washington last Sunday. Art, now broadcasting from WOL, was formerly organist of the Byrd Theater here and was heard on WRVA.

WRTD has inaugurated a new weekly program, "Going Places," written by Ellen Graves Hutton, who plays a leading role opposite Wesley Brooks. It's a dramatized travelog.

James J. Kane to Marry

James J. Kane, CBS night press staff, will be married to Elizabeth Rita Garigan on Feb. 5 at the Church of St. Rose of Lima.

KFYR, Bismarck

Station Manager Frank Fitzsimonds on sick list with a severe cold.

Since putting into operation its new 704 foot vertical antenna, mail department is being deluged with reports of much improved reception and service.

Latest addition to the announcing staff is Mervin Clough.

Most recent craze around the studios is the amateur movie bug. Program Director Dick Burris, Announcer and News Director Wayne Griffin, Announcer Mervin Clough, and Control Operator Ernie Grewer all bitten.

Maestro Sam Kontos is in Chicago for two-month vacation with his mother.

WSYR, Syracuse

Victor Miller, former Syracuse Symphony conductor, appointed station's musical director.

Norman Crane will emcee a new five-weekly dinner concert series for Revoir-Hudson Motors.

John Feeney, staff cellist, also uses three saxes, clarinet, oboe and English horn.



Greetings from Radio Daily

January 26

Donald W. Thornburgh
Hugo Riesenfeld

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 19 NEW YORK, N. Y., THURSDAY, JANUARY 27, 1938 FIVE CENTS

Changes Plans on Radio Measure

Looking On

....AND LISTENING IN

FORUM When it comes to seeing the radio situation from both sides of the fence, there is no group of men in the country better situated and qualified than the radio editors and critics of the nation's newspapers.

These scribes are the middle men who stand between the industry and the public.

They are in a position to detect the mistakes of the broadcasters and to hear the complaints of the big listening audience.

For these and other reasons, the views and observations of the leading radio editors of the nation hold practical values and constructive guidance for the industry at large.

It was with this thought in mind that RADIO DAILY recently conducted its first annual forum of radio editors and critics.

Response exceeded expectations, both in number of replies and in the amount of forthright discussion elicited on important current issues.

Some of the critics showed a tolerant attitude, others made no effort to pull their punches, but all of them showed a sincere desire to contribute their best thinking for the betterment of a great and growing industry which combines economic and civic service with entertainment and education in a manner never before equalled.

Publication of the results in the Critics' Forum will begin next week in RADIO DAILY.

They contain much food for thought, many helpful suggestions, much criticism, some amusing observations, and withal a stimulating experience that will benefit all who read.

Don't miss it.

—D. C. G.

Solves Phone Jam

Cincinnati—WCKY's Information Bureau, which answers questions phoned during the half-hour broadcast, has been averaging 800 calls a day and the telephone company demanded addition of 10 trunk lines. Bill Dye, in charge of program, then restricted questions to subscribers from one phone exchange a day, making just enough calls for snappy show.

PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

National Phonographic Network Inc., bringing together the operators of coin-operated phonograph machines in restaurants, taverns, bars, etc., throughout the country, has been formed by Jack Griffith, former president of U. S. Sound & Recording Corp. and lately with Van Cronkhite Associates Inc.

Idea behind the venture is to tie up 100,000 phonograph machines, of which 83,350 already have been signed, according to Griffith, and obtain national advertisers as sponsors for the records. A maximum of 15 advertisers will be signed, with competitive accounts excluded, and commercials will be limited to 25 words.

Griffith is president of the firm,

(Continued on Page 3)

Construction Started On Galesburg Station

Galesburg, Ill.—Galesburg Broadcasting Co. granted permit to operate new 250 watt daytime station on 1500 band, will begin construction at once. Station expected to be in operation in about six weeks with studios in Hill Arcade building. Howard A. Miller is president and manager; other directors are Omer N. Custer, Sidney Nirdlinger and Durrell Barash.

Makelim and Kaufman Get WHIP Appointments

Chicago — Appointment of Hal Makelim as commercial manager of WHIP and Bob Kaufman as assistant to the president in charge of program traffic is announced by George V. Courier, president of Hammond-Calumet Broadcasting Co. Makelim recently left WHIP, where John Carey succeeded him. Kaufman recently left sales promotion job at WLS. Reinhardt Elster has been named musical director.

Delegation From Denver Attending FCC Hearing

Denver—With hearing set for Jan. 31 on application for full time for KFEL and KVOD, several interested parties will journey to Washington for the event. From KFEL will be Gene O'Fallon, Frank Bishop, J. P. Veatch and Joe Myers, while KVOD

(Continued on Page 2)

Senator Herring Alters Ideas for Bill Patterned After British System— Would Increase FCC Powers

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Apparently reversing his original plans for a radio measure to pattern American broadcasting after the British system, which is free of advertising, Senator Clyde L. Herring of Iowa told RADIO DAILY yesterday that his proposed measure would look more toward regulation and placing censorship powers in the hands of the FCC.

He said the FCC is doing a good job, but they don't have enough power to censor broadcast material. "I am not for government ownership," Herring declared, "but I do think the listening public should be protected from having to listen to

(Continued on Page 2)

Mistaken Identity

Chicago—Clair Heyer, national sales manager of WHBF, Rock Island, was held up for 10 minutes when he tried to enter Merchandise Mart the other day with a batch of magazines under his arm. Building has a strict rule against mag salesmen, and Heyer answered the description of a peddler reported on the loose. He finally convinced cop that his mags were all on radio—and he had been invited to enter the place.

FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

The drug and toilet goods industry, which ranked first in 1936, was forced to share honors with foods and food beverages in the number of Selective Broadcasting campaigns using vertical-cut Wide Range transcriptions in 1937. The two leaders were tied with 26 campaigns each, according to an analysis announced by Norton Cotterill, vice-president of World Broadcasting System.

A total of 120 separate campaigns

(Continued on Page 3)

John M. Dolph in Frisco On CBS Production Boost

San Francisco—John M. Dolph, executive assistant to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, is here directing activities in connection with enlarged production for S. F.

Carlson Says Southern Had No Interest in WJBW

New Orleans—In a statement intended to clarify the litigation between Southern Broadcasting and WJBW over a contract to operate station allegedly held by Southern, Charles C. Carlson, owner and operator of WJBW, says the contract was merely one of employment whereby he engaged Southern as an advertising agent and later discharged

(Continued on Page 2)

BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

With Benny Goodman and his swing crew on the stage and Mae West in "Every Day's a Holiday" on the screen, the New York Paramount Theater yesterday attracted the biggest opening day crowd in its history. Fans were lined up at the box office as early as 5 a.m. in severe

(Continued on Page 2)

Cherniavsky Appointed WLW Musical Director

Buffalo—Josef Cherniavsky, now at Buffalo Theater, has been appointed musical director for WLW, Cincinnati, starting Feb. 14.

Verbal Action

Salt Lake City—A KDYL actress recently put her whole soul into an aside that might have made Shakespeare happy. Script called for an emotional "shiver" at appropriate moment, but, instead of emoting the business, actress read the line: "Oh, it's SO cold in here (SHIVER)"—and read the stage direction with plenty of feeling.

RADIO DAILY

Vol. 3, No. 19 Thurs., Jan. 27, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Jan. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145 1/8	144 3/8	144 1/2	— 1
CBS A	20	19 1/2	19 1/2	— 3/4
Crosley Radio	9 5/8	9 3/8	9 3/8	— 3/8
Gen. Electric	40 1/2	39 1/2	40	— 1 3/4
RCA Common	6 1/2	6	6 1/8	— 1/2
RCA First Pfd.	47 7/8	45	46	— 2 1/4
Stewart Warner	10	9 1/2	9 1/2	— 1/2
Westinghouse	99	94 1/4	94 1/2	— 6 3/4
Zenith Radio	14	13 1/8	13 3/4	— 1 7/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 3/8	15 3/8	— 5/8
Nat. Union Radio	3/4	3/4	3/4	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6 1/4	7 1/4

New WHN Drama Series

A new drama series, with all action taking place in a central location, will start over WHN on Sunday at 5:30-6 p.m., with scripts written and produced by Michael Wardell, formerly with Walter Hampden. First offering, "Busy Signal 4142", has its entire scene in a phone booth. Hiram Sherman, legit actor, makes his radio debut in this play. Cast also will have Ann Thomas, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers and others.

Roesler's CKLW Office

Chicago—New local office of CKLW, Detroit-Windsor, under direction of George Roesler, has been opened at 360 North Michigan Ave. New York office, with two men, will be opened shortly. Frank Ryan, boss of station, now making selections.

Jules Hausberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST. NEW YORK

HERRING CHANGES PLANS ON PROPOSED RADIO BILL

(Continued from Page 1)

commercial advertising every five minutes of a broadcast."

Since his original statement advocating the British plan, Herring has received many letters from broadcasters throughout the country asking that some government body be designated to regulate the type of material going into the home, he said.

Carlson Says Southern Had No Interest in WJBW

(Continued from Page 1)

it. Under the contract, Carlson states, Southern had no control over or any interest in the operation. He adds that the FCC held a hearing on the contract and gave Southern no interest or control.

Case has been before the state supreme court for some time.

Radio School Adds Equipment

George Marshall Durante, director of the School of Radio Technique in Radio City, has installed additional Western Electric microphone equipment. Equipment at the school is identical to that used in major broadcasting studios.

Radiad Service Expands

Chicago—Edward L. Foertsch, president of Radiad Service, announces the removal of offices to new and modern quarters at 612 North Michigan Ave.

Foertsch has also been appointed representative of the Vis-O-Phone Sales Co., handling a new line of Sound Slide Film Machines and portable turntables, with offices at the same address.

"Epic" in Schools via ETs

Beginning Tuesday and continuing every Thursday and Tuesday at 10:30 a.m., WNYC will rebroadcast through transcription to students in 49 New York City high schools the WPA Federal Theater Radio Division's "Epic of America" series now heard on Sunday nights at 8 p.m. over Mutual. Series has an essay contest tieup.

Turkey Talk on KFJM

Grand Forks, N. D.—The victory chant of the grand champion gobbler of the All-American Turkey Show was sent to the northwest when Elmer Hanson, commercial manager of KFJM, interviewed the champ over the air after it had been selected from 400 noisy competitors.

Airline Event On The Air

Akron—WJW has been granted exclusive broadcasting rights for the ceremonies and celebration when United Airlines inaugurates its new route, making Akron a stopping place on the Chicago-New York division of the transcontinental system. Tentative date is March 1.

BENNY GOODMAN'S SWING BRINGS 'EM OUT IN ZERO

(Continued from Page 1)

cold, and after they got inside they began to shag in the aisles, with ushers unable to do anything about it.

As far as could be ascertained, Goodman had an edge on Miss West as the drawing factor. The maestro recently did turnaway at a swing session in Carnegie Hall, and his previous Paramount booking also brought them out in droves.

Delegation From Denver Attending FCC Hearing

(Continued from Page 1)

will be represented by W. D. Pyle, T. C. Ekrem, Jerry Akers and J. E. Finch.

Now sharing time on 920 kilocycles, KFEL and KVOD want full time, KFEL to retain the 920 band, and KVOD asking for the 630. Scripps-Howard, owners of Denver News, have also asked for full time on the 630 band, but advices from Washington say the application has been withdrawn, though parties connected with the Denver News deny this.

Mountain Top Trans Radio Corp. has asked for full time on the 1310 band and is expected to oppose full time to KFEL and KVOD. Efforts to uncover backers of Mountain Top met with rebuffs.

Lester Mitchell to WTOL

Toledo, O.—Lester Mitchell has been named program director for Toledo's newest station, WTOL, which plans to begin broadcasting within the next few weeks. Mitchell was previously with WWJ, Detroit, as drama producer. His wife, Elaine Beeson, who has been active in Detroit radio circles, will present a woman's program over WTOL. New station is headed by Frazier Reams, president, with M. E. Kent, manager, and William Siegman, chief engineer.

Jack Hix to be Honored

Baltimore—"Uncle Jack" Hix, for 10 years conductor of children's programs here, will be honored over WBAL tomorrow at 7:45 p.m. by the Baltimore Safety Council. He will be presented with a large plaque. Speakers on program will include Harold C. Burke, WBAL manager.

Kelly Succeeds Carnegie

Andrew Kelly, "Horsesense Philosopher," tomorrow night takes over the Emigrant Industrial Savings Bank program on WOR formerly handled by Dale Carnegie, who now has an NBC series. N. W. Ayer is the agency.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

COMING and GOING

DORIS KEANE, manager of WHIP and WWAE, Hammond, Ind., leaves Monday for a fortnight in Florida and Cuba before attending the NAB sessions in Washington.

ERNO RAPEE goes to Chicago to conduct the Chicago Woman's Symphony Orchestra on Feb. 1.

CLAIR HEYER, national sales manager of WHBF, Rock Island, Ill., is on a business trip to Kansas City and Omaha. He will then go to Detroit, New York and other eastern points.

ESTHER KRAVITZ, commercial traffic manager for WJSV, Washington, is back on the job after a 10-day cruise in southern waters.

UNCLE DON, pioneer children's entertainer of WOR-Mutual, and his right hand man, BILL TREADWELL, will fly to Chicago this week-end to attend the Convention of the American Medical Ass'n. SIMON LUBARSKY, one of Don's sponsors, will also take the trip.

LOUIS BERNSTEIN, head of Shapiro-Bernstein, music publishers, leaves tomorrow for Miami with MRS. BERNSTEIN.

DEL CASINO leaves tonight for the West.

MAIDA HEATTER, daughter of the commentator, leaves for Florida tomorrow.

RUSH HUGHES flies to the Coast tomorrow to begin his new NBC series Monday.

EDDY DUCHIN arrives in Chicago today to fulfill an engagement and continues on to the Coast.

GOODMAN and JANE ACE have reservations at the Roney-Plaza in Miami.

LINTON WELLS, NBC commentator, arrived back in town yesterday via plane. He was on the Coast for a few days.

T. W. SYMONS JR., president and general manager of KFPY, Spokane, is in town.

ELMORE VINCENT and DON JOHNSON return tomorrow evening from Rochester after presenting their "Fishface and Figgsbottle" show on the WHAM, Rochester, dedicatory program.

KEN SISSON returned to Montreal yesterday after visiting his family here.

Kennedy Appointed FCC Assistant General Counsel

Washington Bureau, RADIO DAILY

Washington—James A. Kennedy, FCC Acting Assistant General Counsel, yesterday was appointed Assistant General Counsel by Frank R. McNinch, FCC chairman.

Kennedy succeeds to the post recently vacated by Carl F. Arnold. He has been an FCC attorney since 1934.

. . . Did you know that the instructors in The School of Radio Technique are well-known men constantly engaged in radio productions?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

FOODS LED LAST YEAR IN CAMPAIGNS VIA DISK

(Continued from Page 1)

for advertisers in 14 distinct classifications utilized the company's transcription facilities in 1937, an increase of 16.5 per cent. The breakdown follows:

Industry	No. of Campaigns 1936	1937
Automotive	6	7
Clothing	2	4
Drugs and Toilet Goods	24	26
Farm Equipment	2	2
Foods and Food Beverages	21	26
Financial and Insurance	0	2
Household Appliances	6	3
Jewelry and Silverware	2	2
Laundry Soaps and Cleaners	7	9
Oil and Gasoline	5	7
Paints	5	7
Radios	3	2
Tobaccos	2	4
Miscellaneous	18	21
TOTAL	103	120

The amount of time involved in the 1937 campaigns totalled 32,819 station hours, an increase of 33 per cent over 1936.

Westinghouse Dividend

Quarterly dividend of $1 a share on common and preferred, payable Feb. 28 to stock of record Feb. 8, was declared yesterday by Westinghouse.

Zenith Radio directors also met, but took no action on dividend.

45 Minutes for Kyser Show

The Mutual - Lucky Strike show which starts Kay Kyser on Feb. 1 will thereafter be a 45-minute program, 8-8:45 p.m. Current series is a half-hour. Lord & Thomas has the account.

Hall Johnson Choir on CBS

Hall Johnson Choir, negro voices, has been signed by Columbia Artists Inc., for a new series on CBS. Arrangement was made by CBS with Wm. C. Glassner. Choir was first heard in radio back in 1927-28 for Everready Hour on NBC and has been frequently heard on commercials and in concert ever since.

WXYZ, Detroit

Al Chance, chief announcer, has his left hand in a sling, result of accident.

"Ann Worth, Housewife," Michigan Radio Network series written by Tom Dougall, who also directs and sometimes plays a part, reaches its 750th performance Jan. 31. Lenore Collins plays Ann.

Nancy Osgood, featured in "Women in the News," completes 11 years of broadcasting this week.

★ Call for BRINCKERHOFF RECORDINGS
29 W. 57th St. PL 3-3015

NEW PROGRAMS—IDEAS

Postage Stamp Romance

Credit for a successful new idea belongs to Frank D. Nagel, head bookkeeper at KLZ in Denver, who recently inaugurated "Postage Stamp Adventures," a novel series dealing with the history of many rare issues.

Convinced that there is "romance in postage stamps," Nagel persuaded doubtful production chiefs to give the program a chance. The bookkeeper's opinions were upheld by listener requests that the experimental production be aired as a regular feature.

As a result, Nagel, an expert stamp collector in his own right, now presents a 15-minute program each Wednesday evening.

For added incentive to listeners who are not confirmed philatelists, Nagel includes dramatizations of hectic events connected with the histories of many stamps.

KRLD "Singing Convention"

"Singing Convention of the Air", sustaining program of KRLD, Dallas, Wednesdays at 11 p.m. CST, featuring the Stamps Quartet, has achieved quite a record. Program brought first a crowd of 1,500 to the Hotel Adolphus grand ballroom. Larger quarters had to be secured, and the program was moved to the auditorium of the Full Gospel Church in East Dallas, where the quartet sings to a packjammed audience. Letters and telegrams come from all over the U. S. after each broadcast.

Show is under the direction of Virgil O. Stamps, of Stamps-Baxter Music Publishers, Dallas.

Audience Chooses Drama

Portions of three dramas were auditioned over the airwaves and the audience asked to choose their favorite in a new stunt recently for "Curtain Time," airing over WGN, Chicago. Trick, pulled at close of program, drew wide response. Idea was said to have originated in dialers' complaints about radio's dramatic fare.

Daily Business Review

A new and definitely informative program is now a feature over WPAY, Portsmouth, O., each week day, 6-6:15 p.m. It is called the "Portsmouth Business Review" and deals primarily with general and individual business conditions here in Portsmouth, a matter of great interest to all local business men. In conjunction with this program, the closing stock market quotations and the Dow-Jones averages are given. The latest news of national business along with articles by prominent business men of this country are discussed. Already, this program has gained widespread interest and popularity.

Ruckert Records Plane Search

Baltimore—Experimenting with the ultra-short wave set after sign-off Monday night, WFBR engineer Paul Ruckert dialed in Eastern Airlines' Newark dispatcher and Flight 85, lost somewhere over New England. Ruckert set up the transcription equipment and at 2:45, knowing the plane was low in gas, began recording and cut the last dramatic 15 minutes when the plane was given definite directions and landed safely in Connecticut. Eastern Airline officials listened to WFBR's playback that afternoon.

Back to School

Rock Island, Ill. listeners were taken back to school recently in a recent broadcast over WHBF. Ivan Streed, production manager, took a microphone to the John Deere public school, Moline, and remoted typical school afternoon. Show started in school yard before opening session, brought in bell starting classes, a geography and a history class at work, and singing by first-grade youngsters. Spontaneous and authentic, show evoked considerable comment.

"International" Amateurs

WHIP, Hammond's new 5,000-watter has started a new amateur hour "for all nationalities" under the direction of Vincent V. Kalmik (Baron De Vincko). Folklore and songs of many nations will be featured.

PHONOGRAPHIC NETWORK FORMED BY JACK GRIFFITH

(Continued from Page 1)

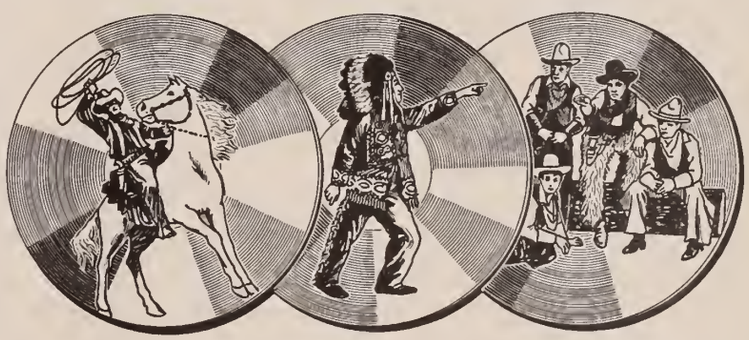
with Andrew Dahlstream as secretary; Charles E. Mallers of Mallers Bldg., v.p.; Charles B. Fletcher, president of Marietta Corp., treasurer, and 10 other Chicago business men on the board. Headquarters are at 10 South La Salle St., Chicago, with New York address at 150 East 39th St.

New WPA Series on WHN

"This Was News", new series dramatizing front page stories of history to make them sound like this week's news, starts Wednesday at 9-9:30 p.m. over WHN, as a presentation of the WPA Federal Theater Radio Division. Donald Macfarlane, manager of the Division, will direct.

Dallas School Moves

Dallas — Southwestern School of Radio Broadcasting and Broadcast Recordings Inc., moving to new and enlarged studios on the 8th floor, Santa Fe Building, announces a three-month course in technique of radio broadcasting beginning Feb. 4. Twenty-five high school students were recently auditioned for admission into the junior workshop division of the school.



Radio's Greatest Audience Builder
"THE LONE RANGER"
TRANSCRIPTIONS READY
FOR CONTRACTS TO STATIONS AND SPONSORS
FEBRUARY FIFTEENTH
3 HALF HOURS WEEKLY

The Lone Ranger Movie Serial Will Be Released For Nationwide Showing in Theatres Soon—A Republic Pictures Production.

The program feature that builds Audience Volume And Sales "Single Handed."—A 4 year test in Big Cities and Small Towns Shows Supremacy of Audience: Boys, Girls, Men, Women

Write or Wire WXYZ, Detroit

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

GUEST-ING

ERROL FLYNN, OLIVIA DE HAVILLAND and C. AUBREY SMITH, in "Green Light," on "Lux Radio Theater," Jan. 31 (CBS, 9 p.m.)

MARGO, on Kate Smith show, Jan. 27 (CBS, 8 p.m.)

JOHNNY MERCER, on Paul Whiteman program, Jan. 28 (CBS, 8:30 p.m.)

JERRY BLAINE, Park Central Cocoanut Grove ork leader, on "Happy" Lewis program, today (WINS, 11:30 a.m.)

WILL B. JOHNSTONE, on "Cartoon Club of the Air," Jan. 30 (WNEW, 6:45 p.m.)

IRWIN EDMAN, author, on "Book-of-Month Club Concert," today (WQXR, 10 p.m.) DEEMS TAYLOR, same program, tomorrow; HEYWOOD BROUN, Jan. 29, 9 p.m.; LIN YUTAN, Jan. 30, 10 p.m.

NEW BUSINESS

WNEW, New York: United Drug Co., "Coast to Coast Frolic," ETs, through Street & Finney, Inc.

WHO, Des Moines: Gardner Nursery, through Northwest Radio Advertising; Association of Pacific Fisheries, through J. Walter Thompson Co.; Tim Lake Laboratories, farm news, through United Advertising Companies; Foster Milburn Co. (Doans), through Spot Broadcasting; National Livestock & Meat Board, through Campbell-Ewald; Hubbard Milling Co.; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; American Book Mart, "Sunset Corners Frolic," through E. H. Brown Advertising Agency; Cownie Furs, announcements, through Coolidge Advertising Co.; United Drug, through Spot Broadcasting.

WMAQ, Chicago: Gude's Pepto Mangan; Shell Coke; Calavo Growers of Cal.; all spots.

WJW, Akron: Clark Gardner, Compagnie Parisienne, both through Northwest Radio Advertising.

WHBF, Rock Island, Ill.: Pillsbury Flour Mills, spots, through Hutchinson Advertising Agency; Compagnie Parisienne, ETs, through Northwest Radio Advertising; Standard Chemical Mfg. Co., announcements, through Buchanan-Thomas; Truax-Traer Coal Co., "Mississippi Valley News," through Harry V. Miles & Associates; Chicago Engineering Works, "Modern Miracles," ETs, through Lunke & Associates.

KMOX, St. Louis: American Academy of Accountancy, "Curious Questions"; Procter & Gamble, (Lava Soap), announcements; Scott Paper Co. (towels), "Magic Kitchen," participation.

DAILY SCOOPS

Suggested Listening Tonight!

• • • JOAN EDWARDS
WEAF, 6:35 P.M., E.S.T.
doing
"I DOUBLE DARE YOU"

• • • BARRY McKINLEY
...WJZ, 8:15 P.M., E.S.T.
doing
"SMOKE IN THE CHIMNEY"

SHAPIRO BERNSTEIN, INC.
Music Publishers . . . RKO Bldg., N. Y. C.
Jonie Taps, General Manager



• • • "Little Shots About Big Shots": From the feuding front of Richard Himber and Jack Robbins' 11-year-old son, Brother, comes this latest escapade....Brother asked Himber to do something for him but Dick said that his friends were only those who were "1, 2 and 3" on the list of hit songs and Robbins was only No. 1 with "You're a Sweetheart." This prompted Brother to remark, "Well, Himber, I guess you haven't any friends at all—because NOBODY is 1, 2 and 3!"....Al Pearce was on the Ford show a week ago but things became rather vague to him. He could hardly see the script. Some months ago Al was down with the flu, which developed into a touch of pneumonia. Early last week his eyes became infected and the M.D. reported that the old pneumonia bug had settled in his orbs....Major Edward Bowes has gotten a three-week blanket clearance for "B.M.B.D.S.", preventing others from doing the song on CBS within two hours either side of his period because his amateurs feel they can win doing that number.

• • • *Now they're calling Sam Serota the "Walking Electrical Transcription" because a sponsor who has spot announcements on WIP, Philly, and WCAM, Camden, thinks Serota's voice is about the best in the city—and so he hired Sam to hop from WIP over to Camden twice daily to put the spot announcements on the air.... Adding a 15 minute vocal program to his already double-header title, Bill Shannon, ace announcer at WATL, Atlanta, is afraid some day he'll forget himself and ask riddles on his "Good Morning Man" show and sing on his "Riddle Man" program.*

• • • A clue aired on the CBS "Gang Buster" series last Wednesday by H. Norman Schwartzkopf resulted in the apprehension of the criminal the following day in San Antonio....KTSA, San Antonio, is a part of the CBS web carrying "Gang Busters" and it was over this station that the clue was heard by the informant. George Perry, escaped convict from a Texas chain gang, was the one apprehended by the clue that Perry had web fingers. Show is sponsored by Colgate-Palmolive-Peet!.... Incidentally, there's a liquor sign on Broadway which uses the same principle of the famous N. Y. Times sign, flashing news (but about personalities). The other nite we spotted this: "Phillips H. Lord, Radio's No. 1 Gangbuster, is the only American who can do an authenticated hulu"—for which he probably deserves recognition in the Hall of Fame we suppose!

• • • *Jay Jostyn originated the role of Max Tilley, the male lead in the "Life of Mary Sothern." In the four years the program has been aired, no other actor played the part even though Jostyn was off the show one year. Which isn't as strange as it seems—because though Jostyn left WLW to come east a year ago the script made constant mention of the character though it wasn't portrayed....However, late last year the show moved to N. Y. and the part of Max Tilley was revived with Jostyn re-entering the cast....PERSONAL Postcard to Kay Kyser: We, again, enjoyed your "Kollege of Musical Knowledge" the other a.m. via MBS, but kinda wondered why a song like "Disappointed and Disgusted" should come into the makeup....Jack Waldron at Leon & Eddie's last Sunday nite asked the assemblage to please bow their heads in a moment of silence to pray for Henny Youngman, who that very moment was making his Hollywood debut at the Troc. Waldron added that he, himself, traveled over 3,000 miles to deposit an "egg" right on that floor! Leonard and Marjorie Traube have a new feminine mouth to feed.*

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

March 18: WBAA, Lafayette, Ind. CP to move to Indianapolis, Ind. 890 kc., 1 KW., 5 KW. LS., unlimited.

Orrin A Senzel, Rochester CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

March 21: Peter J. Caldarone, Providence. CP for new station. 1270 kc., 250 watts, daytime.

March 28: Hal Broadcasting Co., Inc., Camden. CP for new station. 1500 kc., 100 watts, 250 watts LS, unlimited.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

WQAM, Miami

Fred Fowler, announcer, has been appointed official announcer for city of Miami and will serve as narrator for this season's Bayfront Park concerts.

Patty Labota, tenor, being heard over station while filling engagement at Royal Palm Club.

"Adventures of Charlie Chan" signed for 13 weeks, with Bonacker & Leigh, food brokers, sponsoring.

Arrival of 24 Hollywood starlets to appear at local club was aired from the train. Harry Richman, Sammy Lee, Johnny Austrian and his ork and George Hussy, official Miami greeter, participated.

Special events director Leslie Harris was on the job with a short-wave broadcast from the scene of the grounding of the S.S. Iroquois last week.

ATTENTION
FOOD MANUFACTURERS AND AGENCIES

NEW YORK'S OUTSTANDING PARTICIPATING PROGRAMS FOR WOMEN

"FOR LADIES ONLY"—WNEW
8:45-9:15 A.M., with Dorothy Lane

"KITCHEN KAPERS"—WNEW
11:00-11:30 A.M., with Glenna Strickland

"CHARM SCHOOL"—WMCA
12:30-1:00 P.M., with Edythe Fern Melrose

"THE SHOPPER PROGRAM"—WAAT
2:30-2:45 P.M., with Ella Hastings and George Magee

"Our programs are pulling in excess of 4000 Letters weekly"

Servicing only Quality Food Accounts

We secure hundreds of fine retail outlets for our clients

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PROGRAM REVIEWS

Pat Rossi

May's 34th Street store, in its daily program titled "Maytime" over WOV at 11 a.m., has a vocalist of many appealing qualities in Pat Rossi. He's on the romantic order, and he delivers in good English style the kind of amiable and ingratiating troubadouring over which American talent scouts usually go into raves when they hear it in broken English abroad. Which means that Pat Rossi has two counts instead of one in his favor when it comes to attracting attention from the bigger time.

On yesterday's program he put over "One Song", "Sweet Someone", "Neglected" and some other bits in highly pleasing style. The Maytime orchestra supported him nicely.

"Headlines"

Since making its debut some six weeks ago, this WOR-Mutual program aired Tuesday and Thursday nights at 7:30-7:45 has shaken out the wrinkles that marred its initial performance, principally the overdose of sound effects, and is now a more clear-cut dramatization of the day's highlight news events. Though program doesn't enjoy facilities of the "March of Time" scope, it does a good job within its limitations.

Last Tuesday night's principal item was a re-enactment of the incident of the missing airplane which landed safely after floundering seven hours in the Monday night storm. Program had the story on the air while it was still hot in the newspaper headlines.

Material for the show is edited by Ernest Chappell, with Tom Slater as announcer. P. Lorillard Co. (Muriel cigar) is sponsor.

"The Jury Decides"

This WFIL, Philadelphia, sustainer on Thursdays at 10:15-10:30 p.m. is a combination of the best features of agony column and a good will court, using the studio audience as the jury to decide the questions submitted on human everyday problems. Limited as to time, show jumps right into the program without fanfare. Problems are of the heart throb variety concerning self or family and should please the female audience and good part of the men. Questions are either read to audience by announcer or are presented personally.

Three persons comment on problem from studio audience picked at random and audience finally votes on proper solution. Program runs smoothly except for bit of mike fright of commentators and should find wide appeal for its services.

Briefly

The Billy Mills orchestra, which is taking the place of the touring Ted Weems on "Fibber McGee" show over NBC-Red on Monday nights, is doing a very snappy job. A tuneful and lively bunch.

Morton Gould's Monday night musical program over WOR-Mutual continues to be one of the slickest on the air. He gives rhythm a polish that lifts it into a special class.

Horace Heidt did a double good deed Tuesday night when he provided an opportunity for Mme. Maria Grever to have her new composition, "Tipitin," premiered on the air. It turned out to be a very tuneful and intriguing Mexican number, and Heidt's arrangement of it was especially good.

ORCHESTRAS - MUSIC

EDDY DUCHIN, whose "Hour of Charm" program sponsored by Elizabeth Arden over Mutual is on its way west, will broadcast next Tuesday from Chicago, where he and his orchestra are booked for some personal appearances. Del Casino also will be on the program as vocalist.

Al and Lee Reiser, who have been heard on numerous NBC programs as a two-piano team, have organized a ten-piece orchestra which will be known as Al and Lee Reiser and their Sauve, Swing Strings.

Emery Deutsch orchestra is about the busiest band on the networks. Besides playing nightly at the Netherlands Plaza in Cincinnati, Deutsch broadcasts 18 times weekly via the WLW-NBC network. The band totals 10 weekly hours of air time. Deutsch is currently featuring the voices of Katherine Hoyt and Neil York.

Abe Lyman, who maestros the "Waltz Time" program, will broadcast twice weekly from Billy Rose's Casa Manana. Lyman's Californians, who play at the theater-restaurant for dancing in addition to supplying the music for the book show, will be heard over a WOR-Mutual hookup at 11:30 p.m. on Tuesday and at 11 p.m. Sunday. He will feature regularly several of the original songs from "Let's Play Fair," the musical comedy at Casa Manana.

Gene Beecher and his ork have replaced Johnny Long's band at the DeWitt Clinton Hotel, Albany. They are being heard over WGY, Schenectady, thrice weekly in the late evening period.

Joe Fransetto and band are now remoting from the Adelphia Hotel over three Philadelphia stations.

Chick Webb and his Savoy Swing Orchestra with songstress Ella Fitzgerald will play a four-week engagement at Levaggi's Restaurant, Boston, opening Feb. 5. Chick Webb will be the first colored attraction to play this spot. Webb will broadcast four NBC periods weekly. Booking was set by Consolidated Radio Artists.

CBS Musical Director Ray Block's newest song composition, "In My Little Red Book," has been published by Marks Music House. The song was written in collaboration with Nat Simon and Al Stillman, who wrote the score for "Virginia." The song will be introduced by Ray Block's choral group, "Swing Fourteen," on their next Saturday night broadcast.

Coming Events

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

WILLIAM SCOTTI
and
The Sweetheart Rhumba Quartet
(instrumentalists)
Featured by Manhattan Soap Co.
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Fri. 9:30 A.M.
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GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
• SUNDAY WEAF-NBC RED 9 A. M. EST.
Management NBC Artists Service

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Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
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W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
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and
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DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
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Los Angeles

PETE PRINGLE, the "Yankee Reporter" for Trans-Pacific newscasts from KNX at midnight, has been upped to managing editor of all CBS Pacific Coast news broadcasts. Starting in January, 1935, Pringle has built up a tremendous audience in the islands of the Pacific, Alaska and other remote and isolated spots for his summary of the day's news at midnight.

Edward G. Robinson stays over in New York for a third airing of "Big Town" from the East on Feb. 1 Returns to Hollywood immediately thereafter.

Happy Jack Kay's "Breakfast Club" on KFI has a new participating sponsor in Globe Investment Co., recently signed for 312 broadcasts.

Charlie Wellman, veteran radio entertainer who has been missing from the airlanes all too long, returns via KFAC with a Tuesday evening program at 7:15 called "What Do You Think?"

KARM, new CBS affiliate in Fresno, now releases the nightly "Scattergood Baines" series and the Sunday afternoon "Double Everything."

PHILADELPHIA

Joe Louis, fight champ, and Tommy Loughran, ex-lightweight champ, will be brought to the WIP mike Friday at 8 p.m. from the Nixon Grand Theater.

Karl Bonawitz will be heard over KYW in organ and piano recitals.

James Allan, WIP program director, has put on a luncheon music series in response to requests from cafes, restaurants, etc. Clarence Fuhrman and staff orchestra are used.

Walton Newton, newest addition to WIP announcing staff, wants to write and produce network shows.

Aeolian Choral Singers of Tennent College start a new Thursday series over WIP. Group includes 40 mixed voices.

WCCO, Minneapolis

Roy Brant, formerly with North Dakota stations, has joined as news editor. He's a member of the board of directors of Ass'n of Radio News Editors and Writers.

E. H. Gammons, manager, also has signed Thomas H. Dawson, formerly with Pillsbury ad department, for the sales force.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

RUSS WINNIE

RUSS WINNIE, WTMJ's assistant manager, commentator and special events expert, claims to have broadcast more football games than any sportscaster in radio. In nine years at the mike, Winnie has specialized on football, baseball and basketball, but has covered everything from a marble tournament to deep sea diving. He was chosen by NBC to cover the All Stars-Bears football game in 1935. The same web put him on the AAU track and field meet and Olympic semi-finals.



Claims championship in football miking.....

It's almost ten years since Winnie, a graduate of the University of Wisconsin, set out in search of a career that would provide him an outlet for a basic knowledge of advertising and a pronounced flair for showmanship. He found it the morning he walked into the offices of WTMJ, then scarcely a year old, and said, "I'd like to talk into one of those funny-looking round gadgets." Mikes have changed and Winnie has grown to be an executive as well as ether personality, but into "those gadgets" he calculates that he has poured five million words, and used every term—even invented not a few—known in the bridght lexicon of sports.

Meanwhile, Winnie acquired a wife, two husky boys and a smartly appointed home in Whitefish Bay, lakeshore suburb of Milwaukee.

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

Re. 20,632—Tuning Scale. Harold M. Lewis, Great Neck, N. Y., assignor to Hazeltine Corp.

2,105,472—High Power Discharge Device. James E. Clark, Long Island City; Sture O. Ekstrand. Bergenfield and Victor L. Ronci, Brooklyn, assignors to Bell Telephone Laboratories.

2,105,483—Electron Discharge Device. Joseph P. Laico. Brooklyn, assignor to Bell Telephone Laboratories.

2,105,506—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.

2,105,507—Electron Discharge Device. Victor L. Ronci, Brooklyn, assignor to Bell Telephone Laboratories.

2,105,518—Selectivity Control System. George L. Beers, Collingswood, N. J., assignor to RCA.

2,105,534—Radio Receiving Arrangement. Helmut Johannson, Berlin-Charlottenburg, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.

2,105,537—Signaling Method and Arrangement Therefor. Ernst Kramar, Berlin-Tempelhof, Germany, assignor to C. Lorenz Aktiengesellschaft, Berlin-Tempelhof.

2,105,538—Reduction of Noise. Vernon D. Landon, Collingswood, N. J., assignor to RCA.

2,105,558—Noise Control System. Rogers M. Smith, Merchantsville, N. J., assignor to RCA.

2,105,568—Apparatus for Diathermic Treatment. Fullerton D. Webster, Mountain Lakes, N. J., assignor to Federal Telegraph Co.

2,105,569—Directional Wireless Aerial System. Eric Lawrence Casling White, Hillingdon, and William Spencer Percival, Hanwell, England, assignors to Electric & Musical Industries Limited.

2,105,641—Automatic Volume Control Circuit. Frederick H. Drake, Boonton, N. J., assignor to RCA.

2,105,678—Modulation. George L. Usselman, Port Jefferson, L. I., assignor to RCA.

2,105,789—Rdio Receiver. Alfred Aubyn Linsell, London, assignor to RCA.

2,105,818—Voltage Indicating Electron Discharge Tube. Henry W. Parker, Toronto, Ontario, Canada, assignor to Rogers Radio Tubes Ltd., Toronto.

2,105,849—Phase Modulation. George Lindley Usselman, Port Jefferson, N. Y., assignor to RCA.

2,105,878—Variable Condenser. Samuel Cohen, Brooklyn, N. Y., assignor to General Instrument Corporation, New York.

2,105,902—Periodic Voltage Generator. Madison Cawein, Manhasset, N. Y., assignor to Hazeltine Corp.

2,105,924—Electron Discharge Device. Hallam E. Mendenhall, Summit, N. J., assignor to Bell Telephone Laboratories.

2,105,925—Antenna System. Francis L. Merriam, Montclair, N. J., assignor to Bell Telephone Laboratories.

2,105,959—Automatic Volume Control System. Harold P. Spearin, Chicago, Ill., assignor to Alfred Crossley.

2,106,120—High Frequency Apparatus. Le Roy John Lindberg, Glasgow, Mont.

2,106,149—Radio Apparatus. Ernest G. Linder, Philadelphia, assignor to RCA.

WELI, New Haven

Station adds 45 minutes starting Feb. 1. "Newspaper of the Air," with Golly the roving reporter and sportscaster Phil Buxbaum Jr. at the mike, joins the schedule.

Bill Larner, former announcer who had to resign because of illness, is composer of "Trailer for Two," being featured by local orks.

WATL, Atlanta

Julian Flint has been added to the announcing staff.

A newly initiated program is the "Musical Echoes" broadcast daily at 11:45. Show contains all old tunes on a "memory-lane" theme.

Selma Castle has succeeded Kay Roberts as vocalist on the Dance Music program, now heard at 9:30 p.m. from Henry Grady Hotel.

Chicago

THIRD annual term of NBC announcers school under direction of Everett Mitchell, senior announcer, has been opened for NBC employes. Lynn Brandt is assisting Mitchell.

Joe Silver, WAAF continuity editor, is scripting and announcing a new show for Rhein Jewelers.

The Hoosier Philosopher (G. Carleton Guy) recently celebrated his 1,690th broadcast over WAAF.

Burridge Butler, owner of WLS, is back from KOY, Phoenix, for a few days.

Burlington Liars club has admitted to membership Announcer Durward Kirby and Gene Rouse of NBC.

Patricia Dunlap and Marjorie Hannon, who play Dexter Twins in "Bachelor's Children," to New York to spend four days.

Virginia Clark of "Romance of Helen Trent" and James Bengston, her husband, plan a motor trip to Miami in February.

Margaret Fry, writer and wife of Ken Fry, director of special events for NBC, has departed on a West Indies cruise which will include a month's stay in the Virgin Islands.

Vivian Della Chiesa is back from New York and will open at Chicago theater on Feb. 18.

Billy White, the platinum voiced tenor, has left "Kaltenmeyer's Kindergarten" and gone to New York to look into several prospects.

Betty Olson of the Escorts and Betty now appearing on "Kaltenmeyer's" show.

Rosalind Marquis, former Chicago girl, will be songstress with Hal Kemp when he opens at Drake on Feb. 4. Gene Walsh, new guitarist with band, also is former Chicagoan.

Film Scouts are interviewing Bob Barron of the Skelly Court of Missing Heirs.

Judith Waller, NBC educational director, back from New York.

J. W. Knodel, formerly with the San Francisco Examiner, has joined Free & Peters Inc., Chicago, station reps, as account executive.

R. S. Peterson, NBC assistant auditor, is back from a trip to New York.

Marge Kerr, vice president of Tom Fizdale, Inc., seriously ill following an operation at Henrotin hospital, her second in several months. Roger Doulens sent out from New York offices to pinch hit for her, along with Lorraine Shaeffer and Sam Geison.

Lawson Zerbe

PL 3-2600

PROMOTION

50,000 "Secret Sixers"

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toastmaster Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret-Sixers" quiz them on "Speed Gibson".

"Observers Club"

New juvenile club idea has been evolved by W. E. Long Co., to plug transcribed "Adventures of Ace Williams", over WCHS, Charleston, W. Va. Show is sponsored by Ashley Bread Co. for Holsum Bread, so "Holsum Observers' Club" has been formed. Kids desiring to join go to retail outlet for application blanks. More than 5,000 members have been obtained within fifteen broadcasts. Mayor of Charleston has become honorary member, and chief of police is being lined up.

LINCOLN

A 12-piece studio orchestra started working for WOW this week.

Ole and Marge, Swedish dialect program, is a new locally produced program on KOIL, Omaha, and KFAB, Lincoln. Parts are taken by Paul Brawner and Dorothy Bennett.

KDYL, Salt Lake City

Frank Austin, announcer, appearing on Friday Night Variety Show in blackface.

Al Priddy, announcer, doing a Schlepperman takeoff on same show.

Jack Gregson, announcer, originating his own program called "Sophisticated Swing," with By Woodbury's KDYL orchestra.

Myron Fox, of program department receiving accolades from Intermountain Theaters for his original "Spelling Bee" now being broadcast from the Victory Theater. Fox is also responsible for the other theater idea "Ask Me Another" currently at the Capitol Theater.

Utah Mfrs. Ass'n, as part of its convention banquet here, witnessed the KDYL Variety Show.

WTMJ, Milwaukee

William F. Dittmann, sales manager, is attending a pow-wow of sales managers division of NAB at Nicollet Hotel, Minneapolis.

Bernie Cummins' New Yorkers band has arrived at Milwaukee's Schroeder Hotel, with twice daily broadcasts over WTMJ.

Johnny Olson has a new leader for his "Rhythm Rascals," just renewed by Penn Tobacco, in Maurice Kipen, long-time favorite on the station.

SAN FRANCISCO

KFRC airing a new show, "Pulse of the City," open discussions of civic problems, with Ted Gifford.

Tom Breneman, newly appointed production rep for CBS here, has taken up permanent residence, swinging into production work on "Toast to the Town" and "My Secret Ambition."

"Tales From an Antique Shop," debuted here Sunday on KFRC for the Mutual-Don Lee net at 2 p.m. First drama in the series was written by Rupert Pray of the production staff, with a large cast, assisted by Chester Smith's orchestra. Dramatized history will be produced under Bill Pabst.

Paul Martin, NBC maestro, airing for the east on a Sunday 7 p.m. spot and using The Three Cheers, male vocal trio.

Newscasts at KYA have been augmented by a new series of weekly quarter-hours at 6:15 with station's press chief, J. Clarence Myers, doing the commenting. Kaye Jewelers are sponsoring the 7-a-week.

Louis Graf, national rep of XELO, 50,000 watter in Tijuana, dividing his time between here, Tijuana and L. A.

"Jean Abbey," sponsored by "Woman's Home Companion," has been renewed for another year on KSFO after completing its first 12 months. Program is quarter hour live talent, locally produced, placed by Geyer, Cornell & Newell, N. Y.

Gene Emmet Clark, who has done production work on a number of local outlets for the past 8 years, now doing free-lance scripting in San Jose.

WIOD, Miami

Bill Pennell, popular announcer, broadcast a thrilling description of the antics of sharks and whip rays on the ocean floor, while with short wave relay he hovered over the ocean's surface in a blimp. Whenever the blimp dived, says Pennell, he went first, and his stomach followed.

Sam Parker, Friend of the Kiddies, follows up his Junior Announcers contest with the most pretentious Kiddie Revue aired locally in a long time. Tie-ins with all major dancing schools provide an array of surprisingly professional talent.

Jack Bell, widely known sports commentator, interviews Zimmy the legless swimmer, before departure for a non-stop swim from Miami to Havana. Zimmy eats and sleeps in the water.

Musical Director Earle Barr Hanson and his Orchestra claim distinction of being the first orchestra to broadcast three programs over three different stations every night within the same three quarters of an hour.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

RADIO DAILY
WITH A
COMPLETE STAFF
WILL COVER
THE COMING
National Assn.
of Broadcasters
CONVENTION
FEB. 14-15-16
WASHINGTON, D. C.
FOR
RADIO DAILY
READERS
EVERYWHERE

PITTSBURGH

Hal Kemp took his band and his Stanley Theater floor show to Bill Green's to welcome Johnny Long's Orchestra over WCAE and Mutual network. Kemp gave Long his first professional engagement.

The report that KQV has a misunderstanding with the AFM has been contradicted. Station had no intention of using the WJAS staff, and there will be no penalty.

Al Trench, formerly with WWSW and WCAE, but now a radio salesman for Gulf Gasoline in Toledo, visited here recently.

WWSW has added another account to its sport schedule—all the Pittsburgh Pirates' basketball games at home.

Nan Grayson (privately Mrs. Walter Framer) has a prominent part in "Spring Song" at the "Y" Playhouse.

Maurice Spitalny, new bandleader at KDKA, has taken over the musical direction on "Pittsburgh Varieties," Pittsburgh's longest-run commercial program.

WTAR, Norfolk

Campbell Arnoux, general manager, attended the Norfolk Junior Chamber of Commerce Annual Banquet and was presented with Plaque of Meritorious Service awarded to the station.

John Peffer, assistant technical supervisor, is rated in ninth place in advance listings of the 8th Annual Short-wave contest being conducted by the American Radio Relay League. Peffer's hobby is short-wave.

Travis Barnes, singing salesman, has started a new series, "Morning Serenade," for Virginia Meat Products Co. Show is aired to introduce scrapple, practically unknown in the South. Lee Chadwick is scripting and announcing.

Vocal-Art Trio has been signed for a new weekly feature. Singers are from the Scherzo Club, local musical organization.

Charles Pattee, Engineer is starting his fifth year with the Norfolk station. He recently was appointed control room supervisor.

ONE MINUTE INTERVIEW

MORTON BOWE

"Radio, television or the talkies can never replace the stage. All this talk about the theater dying is nothing but poppycock. Radio, television and the talkies are fine artistic mediums but they will always lack the intimacy of the stage. The public will always want to see the stars they have glorified —IN PERSON. It's a natural, human urge to want to meet a person whose photograph you have seen often or about whom you've heard much. That's why the public will always flock to theaters when one of their idols is making a personal appearance."

☆ Coast-to-Coast ☆

FRANK BLAIR, new member of the staff of WOL, Mutual station in Washington, though only 22 years old, has had quite a career in radio. He formerly was program director at WFBC, Greenville, S. C., but actually began in radio at WCSC, Charleston, S. C., in 1935. Blair also is married and has a son 15 months old.

Lawson Zerbe has had his contract renewed for an additional 13 weeks on the "Hello Peggy" dramatic series over NBC-Red network. He portrays the role of Speedy.

For the seventh consecutive year in Akron, the annual Hillbilly Jamboree and contests held by the National Fiddlers Association, under the able hand of Larry Sunbrock, drew capacity crowds to the Akron Armory on Sunday afternoon and night. Much of the credit for this splendid showing is given to station WJW, which had been carrying three programs a day of sample music to be heard at the Jamboree.

Jean Dickenson, soprano, has been renewed for an additional 13 weeks on the "American Album of Familiar Music" program sponsored by Bayer Aspirin.

Teddy Bergman, Arline Blackburn, Frank Provo, John Brown and Howard Smith will be in the cast of next Sunday's "On Broadway" playlet over NBC-Blue at 3 p.m. They will do a farce titled "Cowboy on Broadway." Jean Paul King announces the program.

KGFF, Shawnee, Okla., has changed its sign-off time Saturdays to 1 a.m. and Mondays to 12:30 a.m., so it can carry additional Mutual dance bands.

Cowboy Tex Fletcher did a remote over WNLC, New London, Conn., from the bedside of little Ellison Saunders, at Niantic, whom he visited the other day.

Tom Thomas, NBC's baritone, is scheduled to make 26 recordings for the NBC Thesaurus. Booked by Charles Facer of NBC Artists Service.

The Kidoodlers, musical quartet heard on NBC, have been signed by Max Fleischer studio to provide the rhythmic background and sound effects for animated cartoons, including Betty Boop.

Bunny Berigan, the "Miracle Man of Swing," is recording swing versions of two old favorites, "Black Bottom" and "Trees," for release soon by Victor.

Lyn Murray's seven-voice chorus again returns to next week's Al Pearce CBS show in a guest capacity. Murray's chorus has already made eight guest appearances on Pearce's program.

Through arrangements completed by Fred D. Fleming, news editor at KLZ, journalism students enrolled in various educational institutions located in and near Denver will assist in production of KLZ newscasts one day each week for the next two months.

Rose Paidar, young mezzo-soprano now on an extended concert tour of the Southwest, will be presented as guest artist by the Pepper Uppers over the Dr. Pepper-Dixie Network on Sunday at 5:30 CST.

Buddy Clark will have speaking lines on all of the Ben Bernie broadcasts. In addition to this CBS series, Clark also is appearing in ET's for the same sponsor, U. S. Rubber.

WCKY, Cincinnati

Frank Zwygart, known as Rex Davis on the air, and a WCKY announcer for the past year, is recovering at Good Samaritan Hospital after two major operations.

WCKY's new trio, Johanna Grosse, organist; Ray Melder, singer-violinist, and Gershwin Cohan, pianist and accordionist, being heard on two programs, "Household Hour," a morning show, and "Dinner Date," evening broadcast.

Lloyd G. Venard, director of sales and merchandising, is in Chicago this week.

L. B. Wilson, president, is back in Cincinnati for a short stay. He will return to his winter home on San Marco Island, Miami, Feb. 2.

WJR, Detroit

Betty Hurston, hostess, has joined the station's appendectomy class. She underwent an operation Monday at Providence hospital. Lorene Brockway, Charles Thornton and Eric Howlett, all of WJR, are still in as many hospitals, recovering from operations.

"Party Line," five a week for Dr. Caldwell's Syrup of Pepsin, has been renewed for another year through the Crame-Krasselt Co., Milwaukee.

Woman's Home Companion has renewed two 15-minute programs. Jean Abbey does department store shopping news on Monday morning and Carolyn Pryce a food talk on Friday morning. Present contract runs to Feb. 22. Geyer, Cornell & Newell, New York, agency.

SAN ANTONIO

Bill McCabe, new head man at KABC, was at one time connected with Universal Pictures on the West Coast.

The 3 Simpson Sisters, San Antonio's home vocalists, are back on the air, this time via KONO.

Charles Belfi and Johnny Sullivan of KABC are now handling the remote wrestling matches Wednesday nights from the Walkathon Arena.

Layton Bailey's ork journeys here from Dallas to play the President's Birthday Ball at the Municipal Auditorium.

Buddy Hancock's ork is leaving to open an engagement near West Lake, La., next week. Dick Ketner is guitarist with the combo.

WGAR, Cleveland

Manager John F. Patt in New York.

"Rhythm Rangers," popular WGAR hillbilly band, goes commercial for Montana Flour Mills of Cleveland with three daytime quarter hours a week.

New musicians on WGAR musical staff are: George Wisnewski, bass; Kenneth Romick, clarinet, flute and baritone sax; and Harold Coplin, guitar.

Musical Director Walberg Brown has decided to reduce excess poundage and works out daily with local squash champ.

Engineer Lloyd Wingard explains his limping gait to an accident which occurred on recent ice fishing trip. Having dug a hole through the ice for his line, he inadvertently stepped through it.

Announcer Jack Paar renews acquaintance with Eddie Duchin, whom he announced through WCAE, when Duchin and his orchestra play Cleveland's Trianon Ballroom. Paar handles the feed to CBS.

Ethel Hawes and Ben Levine are featuring interviews with food brokers on their popular afternoon program "Ethel and Ben," a promotion tie-up with Cleveland Food Show.

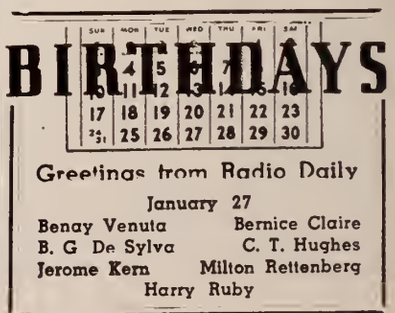
Sidney Andorn, who covers the town gossip on WGAR, interviewed Sonja Henie last Friday on his evening "Cleveland Column" program.

Elmer Krause, auditor, is making plans for the yearly trek to Florida.

WOPI, Bristol, Tenn.-Va.

A newly inaugurated program is the Tennessee Ramblers, new addition to the artist staff, broadcasting popular songs every Monday evening.

Other new additions to the artist staff are Harvey and Evada, singers, broadcast every Saturday at 7 a.m.



STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 20 NEW YORK, N. Y., FRIDAY, JANUARY 28, 1938 FIVE CENTS

Canadian Policy Attacked

Ex-Vice Chairman of Radio Commission Raps Gov't Competition With Private Firms---Sees 50% U. S. Programs

Montreal—A vigorous attack on Canadian Broadcasting Corp., due to the boosted license fees on radio sets while at the same time CBC is accepting an increased amount of commercial programs in competition with private concerns, has been made by Jacques N. Cartier, former vice-chairman of the Canadian Radio Commission and noted Canadian radio pioneer and expert.

Cartier declares the CBC is forcing on Canadians a policy that is "intolerable" and demands that it either quit the advertising field and go back to the original idea of state radio wholly for entertainment and education, paid for by licenses, or abolish all radio taxation and live on its advertising revenues. He predicted that, unless there is a change, CBC will not stop at jumping licenses to $2.50 but next year will boost taxes still further to pay for a CBC news magazine to be distributed to all radio receiver owners, thus competing in a new field with private enterprise.

"Already 15 per cent of the CBC transmitting time is made up of programs piped across from the U. S., and I understand the hope is that soon this will be 50 per cent," said Cartier. "Private radio stations, which for years have implored the Canadian government to give them permits for increased power and larger transmitters, as well as for organization into regional chains, etc., have been steadily refused by the radio branch at Ottawa. Today these private concerns find themselves stripped of advertising reve-

(Continued on Page 3)

25 CHANNELS ALLOCATED BY FCC FOR EDUCATION

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Described as an important step in line with its established policy of encouraging education by radio, the FCC yesterday announced through Chairman Frank R. McNinch that a new class of high frequency stations, including 25 channels between 41,000 and 42,000 kcs., had been established for or-

(Continued on Page 3)

McIntosh Selling ET's On State-Rights Plan

West Coast Bureau, RADIO DAILY

Los Angeles — R. U. McIntosh & Associates are marketing a new transcription series on a "state-rights" plan similar to independent films. Dramatic serial is a prison story called "Paroled", with a cast of 15, and incidental sound effects are supposed to be authentic, since they are dubbed in from some 5,000 feet of sound film actually shot within prison walls.

Notables Participate In WHAM Celebration

Rochester—Figures from radio and education fields took part last Wednesday night in the climax to WHAM's 10th anniversary celebration of Stromberg-Carlson's ownership of the station.

Milton Cross, Ireene Wicker,

(Continued on Page 3)

Bailey Leaves WHAT

Philadelphia—L. H. Bailey, manager of WHAT, has resigned and is succeeded by W. Porter Ogelsby Jr.

Animal Coverage

Akron—WJW's classified ad department recently had a client who advertised the loss of a large Poland China brood sow. After ad was on the air a second time, owner called the station to say: "Cancel the ad. The hog evidently heard the announcement over the radio, because the animal has just come home of its own accord."

House Ad

Chattanooga — WDOW, which airs a feature known as "Lost and Found Column of the Air," had occasion to make use of the program in its own interests the other day. Earl Winger, returning from a Florida jaunt with co-owner Norman Thomas, had the following item for the column: "Lost or stolen —one fine suitcase containing new shirts, suits, Christmas ties, terrific pyjamas and other items."

MPPA TO HELP DEFEND SUIT BY SONGWRITERS

Music Publishers Protective Ass'n, at a meeting of the board of directors and other members, has voted to aid in the defense of the test case brought against Mills Music Inc. by song writers representing the Song Writers Protective Ass'n. The SPA seeks a clarification by the court on the ownership of the copyright of a composition after it has been placed

(Continued on Page 3)

Oklahoma Broadcasters Talking New Association

Oklahoma City — Organization of an Oklahoma Association of Broadcasters is contemplated by a number of station managers. State formerly had an association which broke up through lack of interest. Present

(Continued on Page 3)

Construction Begins Soon On Athens, Ga., Station

Athens, Ga.—Construction is expected to begin shortly on the new radio station for which J. K. Patrick & Co. has been granted permit. Call letters probably will be WACC. Owners will be J. K. Patrick, Tate Wright, C. A. Rowland, E. B. Braswell and Lynne Brannon.

KASA Off Okla. Web

Oklahoma City—KASA, Elk City, is no longer a member of the Oklahoma Network. This leaves the web with seven stations. KASA, which has been with the network since it started in April, 1937, will continue operation as an independent outlet.

THOROUGH PROBE ORDERED IN CANADIAN RADIO FIELD

Montreal—A full investigation of the radio industry in this country by the Canadian Tariff Board has been ordered by Finance Minister Charles Dunning. The probe, which is expected to take months, will embrace production, distribution and sale of receiving sets, tubes and parts. Pooling of patent rights, importation of sets and parts and other angles also will be looked into.

McNinch, Sen. Wheeler Will Address NAB Meet

Washington Bureau, RADIO DAILY

Washington—Chairman Frank R. McNinch of the FCC and Senator Burton K. Wheeler are scheduled among the speakers on the opening day of the NAB convention, which starts Feb. 14.

WFIL Sales Activities In for More Expansion

Philadelphia—Further expansion of the WFIL sales department, marking the third step in the station's five-point commercial program, is announced by General Manager Donald Withycomb. New plan calls for enlargement of the local sales staff, with several staff additions already made. Post of sales promotion and merchandising head goes to George H. Jaspert, formerly of KYW.

Jack Stewart continues as sales director, concentrating on national spot business. He plans to rotate

(Continued on Page 3)

George Besse Dead

Chicago—George W. Besse, 35, manager of the Joseph H. McGillvra office here until he became ill six months ago, died yesterday afternoon. Funeral services will be held this afternoon from the Postlewait Funeral Home, with burial in Erie, Ill., on Sunday. Besse is survived by his wife and mother.

Champ Pa-in-Law

Richmond—The championship in the "father-in-law sweepstakes," for the past year at least, is claimed by Harry S. "Duke" Lucy, technical supervisor of WRVA. Three of Lucy's four sons and daughters were married within the year. WRVA is the Larus & Bro. station for which an FCC examiner has recommended power increase to 50,000 watts.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Jan. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	145	143¾	143¾	— ¾
CBS A	19½	19	19	— ½
Crosley Radio	9½	9¼	9¼	— ⅛
Gen. Electric	40⅞	38½	39¼	— ¾
RCA Common	6¼	6	6	— ⅛
RCA First Pfd.	46¼	45¼	45¼	— ¾
Stewart Warner	9⅝	9⅜	9⅜	— ⅛
Westinghouse	96¾	91¾	93½	— 1
Zenith Radio	13½	13	13⅜	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15	15	— ⅜
Majestic	1⅛	1⅛	1⅛	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6¼	7¼

Sylvester Gross to KGKO

West Coast Bureau, RADIO DAILY

Los Angeles—Sylvester Gross, KEHE announcer, has resigned and left for Fort Worth, where he takes over as program director and production head at KGKO, the NBC-Blue outlet moving to that city from Wichita Falls.

Jean Clement on CKAC

Montreal — Jean Clement, Parisian singing star, arrived here this week to appear over CKAC. Clement was met by an immense crowd of fans at the station. His arrival was aired, with Manager Phil Lalonde and Roger Baulu of CKAC participating.

New KFAB-KFOR Announcers

Lincoln—New announcers recently pulled into the fold at KFAB-KFOR here include Jack Hitchcock and Earl Williams, formerly of KFEQ, St. Joseph, Mo. Cliff Connaway, staff announcer sometime ago who resigned, is again back at the mikes.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Headliners to Appear At President's Ball Here

Celebrities from radio, stage and screen will gather at the Waldorf-Astoria Hotel tomorrow night to make the President's Birthday Ball a gala evening. Proceeds of the affair will be turned over to the National Foundation for Infantile Paralysis.

Headliners from the entertainment world including Ed Wynn, Robert L. Ripley, Stoopnagle and Budd, Milton Berle, Ben Bernie, Bill Robinson, Sonja Henie, Ethel Merman and George M. Cohan will be present.

Also Ruth Gordon, Cab Calloway, Jane Pickens, Jack La Rue, June Clyde, Arthur Tracy, Al Shean, Kitty Carlisle, Cesar Romero, June Lang, Phil Regan, Avis Andrews, Tony Wons, Jack Whiting, Gabriel Heatter and the Nicholas Bros.

Leo Reisman, Ferde Grofe, Carl Hoff, George Hall, Ruby Newman, Russ Morgan, Xavier Cugat, Eddie Rogers, Reggie Childs, Francis X. Dvorak, Nat Harris, Blue Barron, Emil Coleman and Rudolph Friml, Jr., will be on the platforms with their respective bands and will furnish the evening's music.

James E. Sauter is chairman of the entertainment committee.

New Transcription Firm

Washington — Radioscriptions Inc., new firm to handle recordings and sound reinforcing equipment, also sales, service and engineering, has been formed here with studios at 726 Eleventh St. N.W. E. G. Sharpless is president; Bevan P. Sharpless, secretary - treasurer; Marie Fairbairn, vice-president, and R. J. Coar, chief engineer. A director and complete facilities from writing of scripts to delivery of completed disk to station are available.

Company has just finished a series of 50-second dramatized spots for the Lafayette Hotel, which has placed them on 37 stations through Romer Adv. Agency. Scripts are now being written for dramatized fairy tales supplemented by phonograph records for sale through department stores.

Visiting Bands on WJW

Akron—WJW is having a good season with name bands by cooperating with Keith's Palace to air teaser programs on current stage shows and making pickups from the theater during performances. Vincent Lopez, Ted Lewis, Clyde McCoy and many other units have been carried.

Call Letters Assigned

Poplar Bluffs, Mo.—Call letters of KWOC (changed from KPBM) have been assigned the local station for which license was obtained from FCC by Don M. Lindenton and A. L. McCarthy, doing business as Fields McCarthy Co.

Edward Davies to Speak

Philadelphia — Edward A. Davies, WIP sales director, addresses the Philadelphia Newspaper Guild on Tuesday at Temple University on "Radio Advertising."

11 More Stations Sign "Freshest Thing" Series

Cincinnati—Addition of 11 stations to the list already broadcasting the recorded "Freshest Thing in Town" serial is announced by Frederic W. Ziv Inc., advertising agency, originators of the campaign for bakers. Following stations started the series in the past few weeks: WJIM, Lansing, Mich.; KSLM, Salem, Ore.; KUJ, Walla Walla, Wash.; WTAD, Quincy, Ill.; KFIZ, Fond Du Lac, Wis.; WSPD, Toledo; WJAX, Jacksonville, Fla.; WIOD, Miami; WDBO, Orlando, Fla.; WFLA, Tampa, and WTOC, Savannah.

Arrangements have been completed to record an additional 130 episodes of the radio serial which will bring the series up to a total of 260 recordings.

Grose Moves to Coast

Clarksburg, W. Va. — John Paul Grose, program director of WBLK, is leaving the station for new fields, heading for Hollywood, where he plans to establish a radio script writing association. Grose, who originally came from the coast, has been with the West Virginia Network for two years, rising from junior announcer to his present status.

Carl Noble WLBC Music Head

Muncie, Ind.—Carl Noble, formerly of Noble and Donnelly's Gold-Coasters band and recently on tour with Gloria Grafton as accompanist and arranger, has been appointed musical director of WLBC here by Donald Burton, owner. A number of new programs are being planned under Noble's guidance.

New WINS Kiddie Show

A new program titled "Kiddies' Radio Revue" gets under way tomorrow at 11-12 noon over WINS. Series is under direction of Mrs. Sophia Civoru, long active in children's work, and a feature of the program will be personal appearances of the kiddies at welfare centers. New juvenile talent also will be given a chance on the show.

Taylor Handling Baker Show

West Coast Bureau, RADIO DAILY

Los Angeles—Glenhall Taylor takes over the Charles Flesher production assignment for Young & Rubicam on the Phil Baker-Gulf Oil show, with Flesher switching to the new Rush Hughes series for Borden, initialing next week. Flesher also has a hand in the Packard show, and Taylor's previous assignment was the "Silver Theater."

Spend yours Where the Money is!
COVERS THE CAPITAL DISTRICT
WABY
ALBANY, N.Y.

COMING and GOING

MARTIN SPECTOR leaves for Miami today to spend a few weeks with his family.

W. H. STEIN, vice-president of MCA, plans to extend his West Indies cruise to Brazil. He left Wednesday.

BILL IRVIN, who writes under the name of Don Foster as radio editor of Chicago Daily Times, expects to leave Sunday for Miami and Cuba.

H. R. CARSON, managing director of All-Canada Radio Facilities, Calgary, Alberta, has left Hollywood after his annual buying trip there. He will attend the convention of Canadian broadcasters in Ottawa on Feb. 8, also the NAB meeting in Washington the following week.

JOAN BROOKS leaves tonight on the Rex for a 25-day South American cruise.

TED HUSING will be in Boston tomorrow to broadcast the track meet at the Garden there for CBS.

JERRY BELCHER will air his Sunday "Neighbors" program from Indianapolis.

FRANK LANE, manager of WDOD, Chattanooga, is expected in New York over the week-end.

CORK O'KEEFE left yesterday for the Coast office of Rockwell-O'Keefe.

ARTHUR TRACY leaves tonight for Atlantic City to spend some time with his family there.

New WQXR Music Series

A new approach to children's radio programs will be undertaken by WQXR during February, with two series of lecture recitals aimed to simplify classical music for young people. The programs will be presented by Marcella Geon and Hazel Griggs, pianists.

A series of programs representing various phases of characteristic Jewish music, both traditional and modern, will be presented on Saturdays at 6-6:25 p.m. in cooperation with Mailamm, the American Palestine Music Association.

Frances Shapiro, 18-year-old violinist, returns to the WQXR program schedule in February for a new series of recitals on Fridays at 9 p.m.

Weaver Bros. on Pepper Show

Dallas—Weaver Brothers and Elviry, famous hillbilly act, will appear Feb. 6 on the "Pepper Uppers" show over the Dr. Pepper-Dixie Network from WFAA here.

An interview with Louise Fazenda, featured in Warner's film, "Swing Your Lady," in which the Weaver group also appears, is part of the tie-up for the broadcast.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

Canadian Radio System Is Vigorously Attacked

(Continued from Page 1)

nue to meet unfair competition from a state-owned chain which apparently cannot run its business and balance its budget on advertising but also must reach into listeners' pockets for more taxation. CBC can't expect to take cash with both hands—from American advertisers and Canadian listeners."

25 Channels Allocated By FCC for Education

(Continued from Page 1)

ganized non-profit educational agencies for the advancement of their educational work.

The channels will provide adequate facilities for service to every city and town. Power of stations will be 100 to 1,000 watts. Stations also will be authorized to transmit educational and entertainment programs to the general public, it is understood, but McNinch said the service will be primarily educational and no sponsored or commercial programs of any kind may be broadcast.

MPPA to Help Defend Suit by Songwriters

(Continued from Page 1)

with a publisher. Attending the move is the desire of the writers to retain the vested right for purposes of collecting electrical transcription and other such license fees.

Test case against Mills Music was filed recently in the Supreme Court of New York County after a long drawn out effort to reach a compromise between writers and publishers on the ET and other questions including the inclusion in contracts of Article IX of the APA by-laws. The Article vests all small rights in the writers. To date, however, the publishers have been collecting the ET and similar license fees.

Gene Autry Enjoined

Nashville—Gene Autry, singing cowboy, is enjoined from appearing in films, theaters, radio, etc., during the term of his Republic Productions contract under an injunction issued to Republic yesterday by Chancery Court here. Producer charged Autry with breaking contract.

NBC Signs Guitarist

Vicente Gomez, guitarist from Mexico, has been signed under a two-month contract by NBC following his American debut on the "Magic Key" program last Sunday.

PAT BALLARD
TOP FLIGHT SCRIPTS
for TOP FLIGHT PROGRAMS
Representative
MARK HANNA

NEW PROGRAMS—IDEAS

KGFF Song-Guessing Clicks

The Firestone Service Stores, Inc. of Shawnee and Seminole, Okla., started a new program of advertising over KGFF last week when "What's the Name of That Song?" was aired for the first time. Program is a 15-minute period of transcriptions interspersed with short commercials and instructions to listeners, who are offered a free car wash at either of the Firestone stores if they guess the correct titles of all the songs played on the program and phone their list to the store within 30 minutes after it has been concluded. At the end of six programs the two Firestone stores had given 200 free wash jobs, the Shawnee store had 70 new customers, who made no attempt to respond to the program other than mentioning they had heard it, and the Seminole store had 40 new customers.

Dick Peters, KGFF announcer, sold the program idea to Firestone, which has been using six spot ads daily for the past four months. "What's the Name of That Song?" has been signed for three months.

Teachers Start Series

New Haven (Conn.) Teachers League is planning a new series of dramatic quarter-hours over WICC, entitled "Our Next Door Neighbors." Authored by James Weldon of the New Haven Writers Project, stories will concern school life of a New Haven child, rich in dramatic material yet exemplifying the influence of school training. Permanent roles in the production will be enacted by pupils of the New Haven, Hill House, and Troup Junior High Schools, with production details supervised by Mack Parker of the station.

Oklahoma Broadcasters Talking New Association

(Continued from Page 1)

conditions affecting broadcasting in the state as well as evident future problems have made it apparent to managers that united effort through an association will be necessary in the near future. At present there are 15 active stations in the state.

Johnson to Script for Aces

Don Johnson (Professor Figgsbottle) adds to his writing schedule Feb. 2 when he takes over scripting for the Easy Aces program while Goodman and Jane Ace take a month's vacation in Florida.

WJW Plans Improvements

Akron, O.—Plans for a number of improvements and complete modernization of studios in the spring are being made here by WJW. The station is already redecorating and re-equipping all offices.

Lucky Doorbell

A young woman with some tendollar bills goes around ringing doorbells. At the same time, over at WDOD, Chattanooga, some modern music is broadcast. The announcer comes on. He informs the listening housewives: If they have a loaf of the sponsor's bread, and can show it if the lady rings their doorbell, they'll be $10 richer. Hence the title "Lucky Doorbell." And it's going great, as the sponsor will tell you.

Interviewing Talent

Evelyn Gardiner, director of the KDKA (Pittsburgh) Home Forum, tried a new one on her program recently. It clicked so well that it will be repeated regularly. Idea was simply to interview radio personalities, more identified by name than speaking voice. Initial candidate was Harry Azinsky, concertmaster of the KDKA orchestra. Heavy mail response indicated listener approval.

Time for Charities

WTAR, Norfolk, has inaugurated a new series of public service features in which one quarter-hour period weekly is reserved for charitable organizations. King's Daughters and Norfolk Community Fund lead the series.

Notables Participate In WHAM Celebration

(Continued from Page 1)

Senator Fishface and Prof. Figgsbottle, Ranson Sherman, Mary Small, Harding Sisters and the Southernaires were donated for the program by NBC.

The 120-piece Eastman School Symphony orchestra under the direction of Dr. Howard Hanson also contributed. Charles Siverson led the new WHAM staff orchestra.

From the field of education came Dr. Alan Valentine, president of the University of Rochester and Dr. George H. Whipple, dean of the U. of R. Medical School.

Program was aired from the Eastman Theater, which was filled to capacity with invited guests.

Last night a dinner was given by Stromberg-Carlson in the Sagamore Hotel as part of the tenth anniversary celebration and dedication of the station's new vertical radiator.

WFIL Sales Activities In for More Expansion

(Continued from Page 1)

activities between here and the New York and Chicago offices.

"Our test in the practicability of out-of-town offices has been more than satisfactory," says Withycomb, "but we have only scratched the surface."

KING-TRENDLE
BROADCASTING CORPORATION
DETROIT, MICHIGAN

Announces

THE PAUL H. RAYMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO DETROIT

AS NATIONAL SALES REPRESENTATIVE

MICHIGAN RADIO NETWORK
WXYZ DETROIT
WOOD-WASH GRAND RAPIDS

GUEST-ING

CONSTANCE BENNETT, on Al Jolson show, Feb. 1 (CBS, 8:30 p.m.).

LUPE VELEZ, on Jack Oakie program, Feb. 1 (CBS, 9:30 p.m.).

JOE DI MAGGIO, on "For Men Only," Jan. 31 (NBC-Red. 10:30 p.m.).

NOLA DAY, replacing Carol Weyman, on "Magic Key of RCA," Jan. 30 (NBC-Blue, 2 p.m.).

SIR CEDRIC HARDWICKE, guest of Bide Dudley today (WOR-Mutual, 12:15 p.m.). LOUISE LINCOLN, same program, Monday.

MURIEL KIRKLAND and STAATS COPSWORTH, on "Theater Guide," tomorrow (WINS, 10:45 a.m.).

JACK DEMPSEY, on People's Medical League Program, Jan. 31 (WOV-WBIL, 6:30 p.m.).

CONGRESSMAN HAMILTON FISH, on Public Service Forum, Jan. 30 (WOV, 4 p.m.).

MARLENE DIETRICH, on Chase & Sanborn Hour, Feb. 6 (NBC-Red, 8 p.m.).

GENEVIEVE ROWE, soprano, on "Rising Musical Stars," Feb. 6 (NBC-Red, 10 p.m.).

HAROLD J. ROME, song writer, on Doris Smith's "Encores and Epitaphs", Feb. 1 (WNEW, 4:30 p.m.).

BETTE DAVIS and JEFFREY LYND, on "Your Hollywood Parade", Feb. 2 (NBC-Red, 10 p.m.).

AGENCIES

CLARENCE OLMSTEAD has returned from the west coast to resume his post as manager of the Young & Rubicam Inc. radio department here. Bill Thomas has been appointed to serve as his assistant.

RALPH J. ROSENTHAL of Neisser-Meyerhoff agency, Chicago, is honeymooning.

W. FRANK McCLURE of Critchfield & Co., Chicago, is in charge of arrangements for the course of six governmental and business problem discussions planned by Chicago Federated Advertising Club.

WLBC, Muncie, Ind.

Hectic week was put in by Donald Burton, owner, and Ottis Roush, announcer, broadcasting regularly scheduled basketball games and the Delaware County Tournament.

Carter's Medicine has renewed on WLBC with a 100 per cent increase in time commitments.

Henry Marks, announcer, handling series of school programs originating in local studios.

E. Pierre deMiller, news editor, taking vocal lessons and building tepid tenor temperament.

Bob Lee, announcer, now handling several new shows.

Earl Kirk, the singing auditor, singing the blues in great fashion.



● ● ● When the CBStudios open on the coast an admission price of 15 cents will be charged for a look-see—the money going to some charitable cause....Gale Gordon replaces John Deering as the male lead in the Irene Rich series....Beatrice Lillie will swing out with Benny Goodman next month....Phillip Morris holds an audition today at CBS with Howard Barlow's band for a third show—which isn't set as reported....Andy Devine will be in Bing Crosby's next flicker....James Melton will vocalize on "Song Shop"....Del Casino did an audition with an organ before leaving for Hollywood....Under the terms of her contract with U. S. Rubber, Jane Pickens is permitted to accept four guestar shots during the 26 weeks....Joe Morrison replaces Tony Martin with Ray Noble's crew tomorrow for a special short-wave show to Germany....After four years, Jimmy Grier quits the Biltmore Bowl April 1 for a series of one-nighters on the coast....Jan Peerce has been selected to sing with Toscanini at the latter's Carnegie Hall concert....Discovered at long last: One fellow, a kid, Benny Baron, who is able to write words to Raymond Scott's weird music....Eddy Duchin's sponsor is sending powder-puffs to radio editors—but not us—we wear a toupee on our chest!

● ● ● *Reading in RADIO DAILY where the WFBR, Baltimore, inquiring reporter, Henry Hickman, was collecting unwanted Christmas cards for a local shut-in agency, Edele Levy of Donaldson, Douglas & Gumble wrote Hickman offering a huge batch of cards she has been collecting for a number of years....A few days ago one of WDOD's leading sopranos was delighting her listeners with a song concerning a waterfall....When the peak of the selection was reached, one of the water mains leading into the station in Chattanooga burst in mighty applause and the whole station went into a general uproar—but the singer didn't seem to appreciate a REAL sound effect.*

● ● ● "Hobby Lobby" will come from Detroit on March 9....Alexander Woollcott is working out a deal with MBS whereby he's to go on that net as a sustainer whenever he has something to say....Col. J. C. Flippen quits WHN on March 16 after three years, feeling that he's earned his spurs....CBS on Monday opens its "new idea dept." with Jim Burke and Gwen Jones in charge....Doris Rhodes gets another CBSpot....Rudolf Friml Jr. will be feted at Leon & Eddie's on Sunday....Will Muzak leave World Broadcasting to work in their own studios after March?....Al Jolson sent wires to every music publisher in N. Y. to tune him in last Tues.—for a chance to nab his new song, "And I Do Mean You"....Hal Moore, Paramount sportscaster, has been signed by J. Walter Thompson to announce the Gabriel Heatter Johns-Manville transcription series....Jean Paul King will emcee the Rexall recordings starting Feb. 27—the date just set for Francia White to come east for five of these plus a series for Chevy....Morton Downey is being considered for a cosmetic show.

● ● ● *Recently a long-awaited show on Akron's municipal airport made possible a unique broadcast by WJW. Towed by the station's mobile unit, W8XOA, Bob Weber, young sportsman and ski enthusiast, carried a mike and described the thrill of 40-mile-an-hour skijoring across the broad expanse of the skyport....Mikeman Len Taylor did some dashing around to assist Bob in handling the mike before and after the trek, as well as to drive the towing unit, leaving engineer Jerry Roberts free to take care of the technical angle....Harriet Parsons, originally signed for three Bromo-Seltzer shows, will do eight additional spots....Max Heatter, who entered radio to handle the destinies of his brother, Gabriel, finds himself a full-fledged manager now, handling a complete "stable" of Heatters: Gabe's son, Buddy, a writer for Young & Rubicam, and the commentator's daughter, Maida, who is preparing a fashion air show!*

PROGRAM REVIEWS

"Under Western Skies"

This is the first of a series of sustaining dramatic shows to go network from KDKA, Pittsburgh on a split NBC-Blue web and heard locally on WJZ, Wednesday, 12 midnight to 12:30 a.m. Program is heard on KDKA earlier in the evening. "The White Mustang" was the initial dramatization and, with the aid of special organ music for interludes and occasional background, the drama unfolded dealt with a story based on the facts and legends of the singing sand dunes in the San Luis Valley, a desert at the base of a mountain range in Colorado. Narration and dramatizations as well as flashbacks were used as the tale of Silas Wesler was brought out, the old settler finally going mad and out into the shifting sand dunes to disappear as had his young wife years before him when they sought to capture the white mustang, who led a herd of wild horses, and were caught in a sandstorm.

Story was excellently written and produced, holding the attention at all times and maintaining an even but progressive pace. Derby Sproul, was author and producer; Spahr Hull acted as narrator and the rest of the fine cast included Delle Gillis, John Johns, Helen Wayne, Jack Orriston, Charles Webster and Leon Ward. Carl Weininger contributed the special music, which was directed by Maurice Spitalny using organ, strings and woodwinds.

NEW HAVEN

Jimmy Milne, president of WELI, will emcee the local President's Ball, with Vera Cruse, Mildred Rosenbaum and Bill Stoker helping provide entertainment.

Walter Osborn Howard emcees the new commercial five-weekly sponsored by Orkil Electric and General Electric Appliances on WBRY.

FCC ACTIVITIES

APPLICATIONS GRANTED

KSOO, Sioux Falls, S. D. Amended CP to increase power to 5 KW. and changes in composite equipment.

WDRC, Inc., Hartford. CP for high frequency station. 40,300 kc., 1 KW.

SET FOR HEARING

P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station. 1200 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Shirley D. Parker, Yakima, Wash. CP for new station. 1310 kc., 100 watts. 250 watts LS., unlimited, be denied.

Evening News Press, Inc., Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

APPLICATION RECEIVED

WMBQ, Brooklyn. Involuntary assignment of license from Metropolitan Broadcasting Corp. to Joseph Husid, Receiver Metropolitan Broadcasting Corp.

Los Angeles

LARRY "BUSTER" CRABBE, Paramount star, made his debut as a vocalist when he guested for George Jay's "Hollywood Matinee" Wednesday. Crabbe was also interviewed. Jay's guest on Monday was Virginia Verrill.

KHJ will broadcast the highlights of the Third Annual Los Angeles Realty Board banquet Friday night at 9:15-9:45, with brief talks by Governor Merriam and Mayor Shaw scheduled, and Paul Whiteman's band, Donald Novis, Eddy Rio and Jackie Serley providing the lighter moments.

A new juvenile program featuring the Cooper Twins, Charlotte and Shirley, will be heard on KFWB each Tuesday and Thursday at 5:15 p.m.

Frances Faye, juvenile accordionist on the KNX "Marco Juvenile Revue," leaves this week for further study in New York, and continues on to Milan, Italy, this summer to perfect herself on her chosen instrument.

Bill Kelso, KMTR special events announcer, will bring J. H. Hanson, in charge of Federal Bureau of Investigation activities in Southern California, to the KMTR mike this week in a new series of interviews of interesting personalities.

Latest KFWB promotion is a "Bell-Hop Derby." Mobile unit will follow two "front" boys from each of the Hollywood hotels in a sprint down the boulevard carrying a tray of filled water glasses on Thursday afternoon. Hugh Herbert will award the $50 prize to the boy who breaks the tape with the least water missing.

The Broadcasting Service Association Ltd., Sydney, Australia, has exercised options on the Raymond R. Morgan Co. "Drums" program for New Zealand. Had previously bought the transcribed series for Australia.



Greetings from Radio Daily

January 28

Irene Beasley — Don Briggs
Frank Healy

January 29

Joy Hodges — Florence Muzzy
Joe Parker

January 30

Ida Bailey Allen — Renwicke Carey
Dr. Walter Damrosch — Frank Marx
Joseph Gallicchio — Charles Haubiel
Lawrence W. Lowman

ORCHESTRAS-MUSIC

HERBIE KAY plays a tour of mid-west one-nighters on leaving the Drake Hotel, then drives to California to join his wife, Dorothy Lamour. Band about set to go into Cocoanut Grove.

Latest word on the Eddy Duchin itinerary is that he'll leave Chicago for the coast in time to do his next Tuesday Elizabeth Arden - Mutual broadcast from Los Angeles.

Mischa Violin, associate director and conductor of the Radio City Music Hall Symphony Orchestra, will conduct this Sunday's broadcast of the Music Hall program over NBC-Blue network at 12:30 p.m.

Jack Russell's band has been added to WGN-Mutual list, broadcasting from Melody Mill in North Riverside, Chicago. Band is first, in addition to Kay Kyser and Ennio Bolognini who stayed on at $100 a week, to pitch up the service charge.

Carl Hoff, musical director for the "Watch The Fun Go By" series, begins his fifth term as "Hit Parade" batoneer on Feb. 12. Hoff has been granted permission to take a leave of absence following his first ciggie broadcast to fulfill a vaude commitment which he made previously with Al Pearce and his gang. Following the six-week road booking, Hoff returns to New York with the Pearce show and resumes on "Hit Parade" for the nine weeks remaining in his contract with Luckies.

Frankie Masters' band which plays for Household Finance's "It Can Be Done," will play for the President's Ball at Grand Rapids, Mich., Saturday.

Bill McCune and his Staccato Styled Music, heard from the Hotel Bossert in Brooklyn Heights, is the only band in the Martin Block WNEW poll that does not make records for any specific company. McCune has been and is heard over WOR-Mutual and recently was voted second best band in a poll taken in Westchester County. There are several commercials in store for the McCune Men. They return to the air next month.

Emile Petti and his Everglades Club Orchestra are airing nightly over WJNO, West Palm Beach. Val Ernie and his orchestra also airing nightly from the Patio. Charlet Cellers' trio is airing daily over WJNO from the Royal Worth Hotel.

Emil Coleman will play the third and final Junior Assembly at the Ritz-Carlton on Feb. 4, and thus becomes the first maestro to be engaged twice in the same season for these super-swank Junior League affairs. In connection with music for this turn-out, Coleman has been asked to keep any swing or Big Apple stuff under wraps.

WPEN's late evening dance parade includes four bands from various night clubs, Johnny Graff, LeRoy McCoy, Bobby Morro and Pedro Blanc.

Charlie Agnew, Chicago bandmaster who rose to prominence at Merry Garden ballroom, has come home replacing Stan Norris. Merry Garden has switched from NBC to WCFL with its remote broadcasts.

OMAHA

Harold "Had" Hughes, KOIL announcer, has been appointed program director. He succeeds Bob Cunningham, resigned.

Eddie Butler, KOIL organist, has been named staff organist for WOW.

KOIL has started a new drama series, "The Foreign Legion," directed by Arthur Faust, dramatic director.

SAN ANTONIO

Billy Carmen and his orchestra now airing regularly over KONO.

Howard W. Davis, KMAC station manager, spoke over WOAI Monday against increased taxes.

Fritz Kuler, former KABC announcer, recently added to the spieling staff at KTSA.

Newspaper Puzzles

Vogue of newspaper puzzles doubled on the radio recently in a promotion over WNBF, Binghamton, N. Y. Sponsor placed the puzzles in evening paper, asked contestants to phone their answers to the radio station. Subsequent conversation was aired.

KANSAS CITY

James E. Gardner of KMBC technical staff is father of a girl.

Mother of Harry W. Clifford, KXBY manager, was buried Monday.

Owen Balch, KCKN special events man, is handling commercial series for Anchor Building & Loan in connection with opening of firm's new quarters.

Dick Smith is producing "Today's Favorites", new musical program for Missouri Electric Co., over WHB.

Sign Syndicated Promotion

Four more stations, bringing the total to ten, have contracted for the syndicated local promotion service initiated by Adrian James Flanter. Stations are WAAB, Boston; WBNS, Columbus; WPTF, Raleigh, and WBTM, Danville.

Promotion pieces which bear the station's imprint are sold on a three, six, or 12 months basis. In a competitive market, the service is sold to only one station.

Girl for Craig McDonnell

Craig McDonnell, actor, is the father of a seven-pound daughter born yesterday at Doctor's Hospital.

Chicago

DEL OWEN, director of John Blair Productions, has been named musical director of the Cavalcade of Flight being staged in connection with the International Air Show starting here this week-end. Owen will direct the orchestra which will be heard over WGN-Mutual afternoons and evenings.

Ken Ellington, CBS announcer and commentator, has been assigned to handle special events on WBBM along with Hal Burnett, in charge of publicity.

In a dedicatory service WLS listeners heard for the first time on its Dinnerbell program the full collection of dinner bells which listeners have sent to the station. Some of these are more than a century old and were brought to the middle west in covered wagons.

Evelyn Reese, free lance actress, held up and robbed of fur coat and cash on way home from participation in broadcast at WSBC.

Jimmy Patt, director of special events for CBS, to Lincoln, Ill., to set up plans for a Lincoln's birthday broadcast over the network. Then he went to Kansas City to spend a few days with home folks.

Bret Morrison, Campana "Grand Hotel" announcer, has affixed his signature to 105-week contract for Pillsbury's "Woman in White" series.

Jackie Heller got back to NBC just in time to fill in for Jack Baker who is confined to home with illness. Heller is working on Baker's show at 5:35 p.m. daily and on Club Matinee.

It's a boy at the Bill Lawrences of NBC.

Harold Safford, the DeZurik sisters and Pokey Martin back from Louisville where they participated in WHAS flood anniversary show.

Bob Opper, sound effects man on Campana's "First Nighter," has named his new daughter Barbara Joy for Barbara Luddy, star of the show.

Joseph A. McDonald, NBC legal department head, has gone to New York on business for a week.

Announcer Ed Allen of WGN and Mutual is vacationing in Hollywood.

Dolores Gillen has joined lineup of "Fibber McGee" show. Marion Jordan (Molly) continues under supervision of physician at hospital.

WENR promotion department has issued a folder plugging the Club Matinee broadcast with special attention-calling to the headliners Ransom Sherman, Annette King, Johnnie Johnston, Jack Baker and Fran Allison.



STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Double Cast Is Used In Television Opera

London — A double cast—one to mime the action before the camera, the other to sing the words—was used in a recent BBC television experiment, producing Act 2 of "Tristan und Isolde."

Dallas Bower, who produced the show, believes that the Wagnerian ideal of perfect sympathy between action and sound can be more easily achieved by television than in the theater, where the demands of the music are so great that it is rarely possible to combine first-rate singing with a worthy standard of acting. With television, however, it is possible for the visual actors to give full attention to the stage picture, while the singers are free to concentrate on the music.

The experiment made possible some significant innovations in the treatment of operatic scenery. Instead of confining the action to the front of a castle, as in stage versions of the opera, hunting scenes, televised against a background of trees in Alexandra Park, were interpolated in the transmission. Consequently, the visual actors were given considerable freedom of movement while their parts were being sung 'off-stage'.

Comes Through a "Flood"

New Britain, Conn.—A virtual "flood" failed to stop WNBC here. In fact, the excess amount of moisture greatly increased the station's signal strength, when more than three feet of water surrounded the transmitter house and tower recently. The situation was caused by a night of hard rain. Reporting at 6:45 next morning, chief engineer Rogers Holt was obliged to wade through the water to reach the building. He found the transmitter in A-1 working condition with no damage to the equipment.

WSAR Gets Amplifier

Fall River, Mass.—WSAR has installed a new Western Electric 110-A program amplifier which has made remarkable increase in signal strength. Mail responses indicate that the program reception is much better and clearer.

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NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,106,159—Automobile Radio Apparatus. Wilhelm Runge, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,106,172—Vacuum Tube. Philip M. Haffcke, Washington, D. C.

2,106,204—Wash Box Discharge Control. Edward J. Burnell and Ward J. Heacock, Chicago, Ill., assignors to Link-Belt Co.

2,106,207—Automatic Volume Control System. Alfred Crossley and Herbert E. Meinema, Chicago, Ill., assignors to Johnson Laboratories Inc.

2,106,229 — Preselector System. Dwight V. Sinninger, Chicago, Ill., assignor to Johnson Laboratories Inc.

2,106,250—Television Receiver Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,106,394—Metal Tube Lead-In Bushing. Loris E. Mitchell, Bloomfield, N. J., assignor, by mesne assignments, to RCA.

KWNO, Winona, Minn. Has Latest in Equipment

Winona, Minn.—Latest and best of equipment, attested by quality of reception, seem to bear out the claim of KWNO here to ranking with the nation's best local stations.

The station made its debut recently, completely equipped by Western Electric. A six-page supplement in the Winona Republican-Herald, signalizing the event, gave special notice to its acoustically treated studios, program amplifier, 199-foot antenna tower, and the modern decorative scheme of its studios and offices. Radio fans from points as widely separated as New Jersey, West Virginia, and Montreal have written to praise the quality of reception.

A. E. Mickel is manager of the station and Maurice Reutter is chief engineer. Both come from KFJB, Marshalltown, Ia.

Emergency Unit Gets Test

San Francisco—Recent power break put emergency unit of KSFO here to its first real test—and brought the station through the 80-minute trial without a loss on either local or network productions then scheduled. Only 40 seconds were lost, the station reported. The 75 KVA plant not only provides full power for the transmitter, but for building and tower lighting as well, and is the only unit of its kind on the coast. Plant has been given daily warm-ups since last September under direction of chief engineer R. V. Howard.

Refinish WJSV Studios

Washington—Earle Building studios and offices of WJSV here are being completely repapered, repainted, recarpeted and "dolled up" generally. New control rooms for two studios and complete new furnishings for reception room and speakers' studio are included in setup.

WICC to Hold Open House For Its New Haven Studios

Bridgeport — Effective with the dedication of its new studios in New Haven at 1110 Chapel Street tomorrow, New Haven listeners and residents will be invited to visit the new studio building and—when possible—be admitted to view the production of programs originating in the studios.

Designed to include the most modern and complete equipment of both radio broadcasting and radio housing, the two-story single building will be used to produce many studio programs over the local broadcast band, as well as Yankee, Colonial and Mutual Broadcasting networks.

Explorers Report on Radio

Scientists of the MacGregor Arctic Expedition will discuss their study of the recent effects of magnetic disturbances on radio broadcasting in an exclusive NBC short-wave broadcast from Reindeer Point, Alaska, over NBC-Red network on Tuesday, 2:45 p.m. This first scientific report on the manifestations of the magnetic circle will include results of observations made during disturbances that disrupted short-wave radio, and also will cover the effect of the aurora borealis and the relation of weather to the magnetic currents.

The aurora borealis was believed to be at least partly responsible for the failure of a broadcast from the MacGregor Expedition to the NBC audience on Jan. 19. Since then, short-wave test signals to NBC have been of poor quality and MacGregor has reported that until the magnetic disturbances clear it will be impossible to transmit clearly to the United States. He sets Feb. 1 as the earliest possible date for satisfactory contact.

Cost of Facsimile Still Unknown, Says Poppele

J. R. Poppele, chief engineer of WOR, yesterday told RADIO DAILY that "no one can say how costly facsimile will be until it has been tried." Poppele was referring to a statement by Elliott Roosevelt, president of Hearst Radio, declaring that facsimile was too expensive to become a serious competitor of newspapers.

WOR is studying the facsimile question and plans to have a scanner in its transmitter house before long. Poppele said that receivers today can be bought for $100 to $125. And with increased production of the product, after it is past the experimental stage, receivers possibly may be obtained for as low as $30.

At the present time, according to Poppele, the FCC is only granting experimental facsimile licenses. When the FCC arrives at a standardization of equipment, progress will be more rapid. The scanner which is attached to the transmitter in order to transmit the message costs from $1,500 to $2,000 today including all the development charges.

KTUL Improvements

Tulsa, Okla.—Additions and changes in equipment totaling about $65,000 are planned by KTUL here if FCC approves power increase. Transmitter will be moved to location five miles from Tulsa and a directional aerial will be used.

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STARTING
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RADIO DAILY CRITICS' FORUM



☆ ☆ ☆ ☆

EVERY DAY
THEREAFTER

☆ ☆ ☆ ☆

PHILADELPHIA

Dave Mann, formerly heard over WFIL in the piano team of Mann and Irwin, is now in Miami, playing with a southern band.

Herbert Stockton is now heard on WPEN with a new organ program.

Carolyn Ann Cross, head of WIP "Homemakers Club," leaves the station for other fields Feb. 1.

Fred Weber is back in harness on WFIL announcing staff after a long illness.

Fern Scull is singing over WIP.

Jean Shaw and Dan Kelly are now heard on the "Cosmopolitans" show weekly over WCAU.

KYW's Jim Aull, p.a., now has two assistants.

Robert Ellmore returns to the console of the WFIL organ.

Eleanor Starkey being heard over WPEN in rhythmic songs.

Piano ramblings of Carol Cramer being aired over WIP.

Peggy Morgan is now vocalizing with the WPEN studio band.

Joe Connelly now heads a staff of six, in WFIL's news bureau.

Norman J. Hasbe assigned the emcee job on "Get Going" at WCAU. Will also do a Hollywood gossip spot on same program.

Milt Laughlin of WHAT is now doubling as production chief as well as p.a.

Bill Dyer, WCAU baseball announcer, may go south with the Phillies this spring.

Anthony Candelori, WFIL maestro, auditioning for songstress.

Charles Tindel, WCAU engineer, has been assigned the regular job as engineer on the Boake Carter originations at the commentators home.

George Lasker, g.m. of WPEN, has finally moved his family to town.

WDOD, Chattanooga

Alan Ford is the newest addition to announcing staff. He was formerly connected with the Pasadena, Cal., Playhouse.

Lou Kemper, versatile singing announcer, is taking a week off to visit pappy and mammy in Kansas City.

Earl Winger and Norman Thomas, owners of WDOD, have returned from a short vacation to Miami.

Frank Lane, genial station manager, has his other suit pressed and is all ready for one of his business trips. This time it's Manhattan.

Station has been granted rights to air Golden Gloves tournament. Tom Dailey will be at the mike.

ONE MINUTE INTERVIEW

FRANK W. PURKETT

"Transcribed productions must not only have a good story, well rounded production, technical perfection and showmanship, but they must in addition be created around an outstanding personality able to impart to the radio audience a warmth and friendliness of manner coupled with the colorful atmosphere of fictionalized entertainment."

☆ Coast-to-Coast ☆

THE RADIO RUBES, early morning balladeers, mark their first anniversary as the cheery "Good Morning" broadcasters over WEAF in their program on Tuesday at 7:30-8 a.m. The vocal and instrumental quintet is composed of Harry Duncan, Eddie Smith, Zeb Turney, Luke Davis and Bert Conte.

WHO's news periods now total 51 per week with the addition of a new broadcast at 12:15 p.m. Sundays, is conducted by H. R. Gross, news editor of the Des Moines station.

News on WHBF is practically sold out. Of 11 five and 15 minute newscasts between 8 a.m. and 11 p.m., only one is open. Five firms have sponsored WHBF news continuously for over two years. Ralph Childs is chief newscaster.

WRBL, Columbus, Ga., has inaugurated a five-minute daily broadcast of news from Fort Benning, largest infantry school in the world. The program is sponsored for 52 weeks by the Howard Bus Co., which has exclusive rights to transport the personnel at the Fort.

NBC officials have completed arrangements for exclusive American broadcasts with the Pitcairn Island Expedition, which leaves New York within the next two weeks for the sole purpose of erecting and establishing a modern radio broadcasting station on the island. The expedition is sponsored by radio and other manufacturers, headed by F. C. Henrikson, president of the Coto-Coil Co. Inc., Providence. Two Rhode Islanders, L. S. Bellem, Jr., of Providence, and Granville P. Lindley, of Barrington, will make the trip to the island and install the new transmitter. Bellem, chief engineer of the Coto-Coil Company, who has been closely associated with radio since 1919, will serve as radio engineer. Lindley, who was chief electrician of the Byrd Antarctic Expedition II, will act as construction engineer and photographer.

Following the recent Massachusetts McIntosh Apple Week celebration, which included a series of 15-minute programs over WSAR, Fall River, stores in that area already "feel an increased demand for Massachusetts grown McIntoshes," according to Grunow O. Oleson, extension editor of the Mass. State College, Amherst.

Continuing its policy of presenting headliners of stage presentations in Memphis in informal interviews over WMC, the station recently brought before the microphone three members of the Shakespearean company of Maurice Evans, who gave "Richard II" at the Municipal Auditorium. Ellen Phelps, Irene Tedrow and Lee Baker participated.

Genevieve Rowe, the soprano featured on four network shows, who last year was singing in a chorus, will join the list of artists eligible for the Sealtest cash award when she appears as the guest star of Alexander Smallens on his "Rising Musical Stars" program Feb. 6. Miss Rowe is currently featured on both Philip Morris programs, the Consolidated Edison show and WOR's "Musical Impressions" with Alfred Wallenstein's orchestra.

Johnny O'Brien, high scoring captain of the Columbia University basketball team, and Fresco Thompson, manager of the Birmingham Barons of the Southern Ass'n, will be the guests of Jocko Maxwell, sports commentator over WLTH, at 6 p.m. tomorrow.

Duncan Moore of WJR, Detroit, will present a radio picture of the Michigan Home and Training School at Lapeer in the second of the series titled "The People's Business" at 8 tomorrow night. Four thousand mentally deficient children are housed at the Home. Recordings were made by WJR's mobile recording truck.

James Eberle, announcer at WWJ, Detroit, has run all kinds of risks in connection with remote control assignments that have taken him thousands of miles by air and land. But his first accident came a few days ago while visiting Buffalo. A pavement suddenly collapsed in front of him, pitching Mr. and Mrs. Eberle and their car six feet into the ground.

WRJN, Racine, Wis.

Doris Barnes is the newest addition to the staff of singers. Her forte is popular songs.

"The Classified Page of the Air" is now being aired daily except Sundays, 8-8:30 a.m. CST. New broadcast includes time signals, temperature forecasts, music, information regarding articles and merchandise offered for sale by merchants and a dollar bill to some lucky listener each day.

WKRC, Cincinnati

Dick Bray, sports commentator, is vacationing in Miami.

"Timely Tempos", new quarter-hour each Monday and Wednesday night, features Gladys Lee, organ and piano melodies; John Fielden, accordionist; Bob Keys, guitarist, and Joe Binder, tenor.

Marsha Wheeler presents Col. Victor Alexander Rule, lecturer, on her "Personalities on Parade" program tomorrow eve.

OKLAHOMA

Neal Barrett, Hearst Radio exec, back in offices at KOMA from business trip to Houston and Austin.

Geneva Jones, blues singer, has joined the Tee - Berry Orchestra, KGFF (Shawnee) staff band. Formerly on KADA (Ada).

Fred Branson, former Chief Justice Oklahoma State Supreme Court, has purchased one hour on full Oklahoma Network for address through KBIX (Muskogee) on constitutional limitations.

WRVA, Richmond

With permanent facilities for several years in the state capitol, station is airing special proceedings such as governor's addresses and public committee hearings. WRVA even feeds programs on request to other stations. Further evidence of WRVA's neighborly spirit toward other stations here is reflected in the fact that it has never opposed another's application for additional facilities.

An unusually interesting broadcast was aired recently from the historic old home of Virginia governors. Announcer Ira Avery and Director of Public Relations Walter Bishop handled the program.

A series from Virginia Museum of Fine Arts is now on the schedule.

KRLD, Dallas

Gene Heard, formerly of the Gulf Radio Facilities at the Pan American Exposition, recently joined the staff as announcer, and lately has assumed the duties of program director, substituting for Ruth Clem, who is ill.

"Captains of Industry," ET series sponsored by Servel, has started a 52-week run.

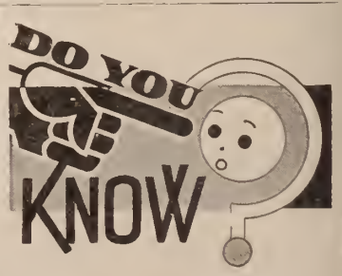
WSPR, Springfield

John J. Broderick has resigned from the sales staff. He is succeeded by Max Ehrlich, local playwright.

Francis LaPierre and his Banjo Jubileers now heard Saturdays at 5:15 p.m.

A Son for Jap Gude

John (Jap) Gude, CBS station relations manager, is the father of a son born last Monday afternoon. The Gudes also have a two-year-old daughter.



Victor Arden used to make piano rolls under more than 30 pseudonyms.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 21 | NEW YORK, N. Y., MONDAY, JANUARY 31, 1938 | FIVE CENTS

Radio Improving, Critics Declare

NEW MEMBERS OF BOARD ELECTED BY NBC AND RCA

At the regular monthly meetings of the RCA and NBC board of directors on Friday, three new directors were elected.

Dr. James R. Angell, NBC education counsel; General Charles G. Dawes, former vice-president of the United States, and Gano Dunn, president of J. G. White Engineering Corp., were elected to the NBC board.

Dawes and Dunn were also made RCA directors to fill the vacancies caused by the deaths of Newton D. Baker and Frederick Straus.

Midgley to Look Over Western Station Talent

C. E. Midgley Jr., radio time buyer for Batten, Barton, Durstine & Osborn Inc., left town Friday for an extended trip through the west and Pacific coast visiting radio stations. Midgley plans to have a look-see at programs

(Continued on Page 2)

Mid-South Sales Heads Meet Feb. 2 in Memphis

Memphis — Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee will meet Wednesday in a one-day session at the Peabody Hotel here to discuss mutual problems and draft recommendations preparatory to the NAB convention

(Continued on Page 2)

Biz is Swell at WSAL

Salisbury, Md.—Out of nine hours that WSAL is on the air Sundays, seven and a half are sponsored, according to J. Roy McLennan, manager. On the average of seven days a week, half of air time is commercial. Station is Maryland's newest.

Hearing from Home

Des Moines—On a recent airing of Iowa Network's "Tall Corn Time" over Mutual, Saturday mornings, Announcer Dale Morgan expressed the hope that former Iowans now in other states might find the program enjoyable. Station brought loads of mail, mostly from New York and California, including notes from Phil Hoffman and L. B. Lindquist, now at WNBX, Springfield, Vt.

CRITICS' FORUM

QUESTION No. 1

Is radio entertainment progressing, going backward or standing still?

ANSWER

Progressing—55%. Going backward—5%. Standing still—40%.

COMMENTS

"I think, on the whole, it is progressing. It has setbacks. The current Hollywood wave is an example. Film executives have attempted to bring back the terrific plugging stance radio threw overboard some years ago. Dialers resent this. But radio is new to Hollywood. The Film City, however, is learning its lesson the hard way. Most radio sponsors show a progressive tendency. They are cutting down commercials, paying more attention to entertainment. The need now is to get the chains to distribute profits over the affiliated station areas so there will be no need of so many spot advertising blurbs. You can't blame the stations—they have to live."—BOB STEPHAN, *Cleveland Plain Dealer.*

* * *

"In past few months, radio has stepped definitely backward by presenting too much trivia from Hollywood. Whether we realize it or not, radio has educated even the ruralites to a point where they laugh at things 'colossal', 'stupendous', etc. The movie industry's back-slapping has evoked much ill response from listeners. And, it is doing the stars themselves no good at the box-office! Most radio dramas starring movie stars are poorly done...which might mean radio has developed its own school of acting. A school in which air actors can out-emote flicker favorites."—ULMER TURNER, *Chicago Herald-Examiner.*

* * *

"I believe radio is still too young to be doing anything but progressing."—TOM O'HERN, *Davenport (Ia.) Daily Times.*

* * *

"Standing still. Sponsors should take a chance and try something new instead of sticking close to the 'fireplace'."—SID SHALIT, *New York Daily News.*

* * *

"Going forward slowly, but often on skids greased by crazy ideas."—GEORGE H. STEUART JR., *Baltimore Evening Sun.*

* * *

"Programs improving, with radio audiences becoming more critical."—DONALD McDONALD, *Macon (Ga.) Evening News.*

* * *

"Going backward because it is not willing to develop new talent."—DOROTHY DORAN, *Akron Beacon Journal.*

* * *

"Drama (not daytime serials) and serious music programs are progressing; comedy shows and the super-Hollywood type are going backward; rest are standing still."—HELANE PETERS, *Berkeley (Cal.) Daily Gazette.*

* * *

"Progressing at a steady pace, but there's still a good deal of worthless 'tripe' going out on the air today."—BRUCE NICOLL, *Lincoln (Neb.) Star.*

* * *

"Going forward despite the too much Hollywood trend for talent."—BILL POTTS, *Fort Worth Star-Telegram.*

* * *

"By and large, radio entertainment is progressing through improved production technique."—CHRIS MATHISEN, *Washington Star.*

* * *

"Solidifying its gains of several years and making gradual progress forward in the field of new ideas."—BOB HALL, *San Francisco Call-Bulletin.*

* * *

"I believe year by year radio progresses, though the past year there have been 'recessions'—the Hollywood infatuation I count among these."—LARRY WOLTERS, *Chicago Tribune.*

* * *

"Progressing, but there is still the

(Continued on Page 3)

Country's Radio Editors See Progress Despite Halts and Detours

Radio entertainment on the whole is making progress, though slowly and with some detours, halts and setbacks, in the consensus of opinion of some 150 of the country's leading radio editors and critics participating in RADIO DAILY's first annual Forum.

A statistical breakdown of the replies showed 55 per cent of the editors declaring radio programs are forging ahead, while 40 per cent be-

(Continued on Page 3)

AXTON-FISHER READYING TRANSCRIPTION SERIES

Axton-Fisher Tobacco Co. (Twenty Grand cigarettes) on March 14 will begin a nationwide spot musical series over 13 stations (WNAC, WRC, WCAE, WMAQ, WLW, WTMJ, WCCO, WDAF, KSD, KSFO, KNX, WJR and KLZ). Quarter-hour disks, cut by WBS, will be aired three times weekly during the early evening hours.

Program will feature the Pickens Sisters, Martin Block, Roy Campbell's Royalists, Joe Rines' orchestra and women guest stars. McCann-Erickson Inc. has the account.

Hickock Oil Acquires Aerogram Disk Series

West Coast Bureau, RADIO DAILY

Los Angeles—Aerogram Corp. reports the sale of its "Black Flame of the Amazon" series through Radio Merchandisers Inc., Toledo, to the Hickock Oil Corp. of that city for release on a number of stations to

(Continued on Page 2)

Fem Sportscaster

Omaha — Central States Broadcasting System has a woman sports announcer. Mrs. Harry Johnson, wife of the CSBS sportscaster, often steps in on Harry's broadcasts or assists him when he's covering some event. She will do a great deal of the announcing on a baseball school for women planned by Johnson in connection with his baseball broadcasts.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Saturday, Jan. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	142½	141⅞	142½	.....
CBS A	17⅝	17⅜	17⅝	— ⅜
Gen. Electric	39½	38¾	39	.....
RCA Common	6¼	6	6	— ⅛
RCA First Pfd.	45½	45½	45½	+ ½
Stewart Warner	9⅛	9	9	— ⅛
Westinghouse	93¾	91¼	91½	— 1½
Zenith Radio	12⅞	12½	12⅞	+ ⅛

NEW YORK CURB EXCHANGE

Nat Union Radio	¾	¾	¾	.....

Lou Jackobson to WGN

Chicago—Lou Jackobson, who has been producing the Zenith Foundation Telepathy series for J. Walter Thompson, joins production staff of WGN-Mutual tomorrow, Dick Marvin, radio director of the Thompson agency, will take over the Zenith job. Jackobson will fill post left vacant when Morrison Wood left WGN for Hollywood recently.

Cinco Cigar to Resume

Webster - Eisenlohr Inc. (Cinco cigar) on Feb. 7 will resume its spot broadcasting campaign over WJSV, Washington, and WCAU, Philadelphia. Sponsor will use time signal announcements seven nights a week. N. W. Ayer & Son is the agency.

22.3% of Time to Education

Mutual devoted 22.3 per cent of its total network hours in 1937 to educational programs, according to the web's statistical department. Not included in the summary are religious talks or music.

The PERFECT MARKET'S LOUDSPEAKER WOKO ALBANY, N.Y.
Newly Equipped for Super Power

☆ THE WEEK IN RADIO ☆

. . . FCC Economic Report

By M. H. SHAPIRO

RELEASE of the long-delayed social and economic report by the FCC as prepared by Commissioner T. A. M. Craven reveals the FCC as being in favor of free competition and continued organization of networks, regional and state especially . . . no reason has been found to change the current setup, which appears to have great advantages, being sufficiently flexible to be capable of improvement....

Later in the week Senator Clyde L. Herring of Iowa altered his ideas about revamping the American system of broadcasting to conform to the British method . . . and believed that his proposals would now look more toward the angles of censorship and powers in the hands of the FCC . . . from Canada came an extensive squawk from Jacques N. Cartier, former vice-president of the Canadian Radio Commission . . . Cartier decried the license fee jump to $2.50 per set by the CBC, which takes a sizable portion of it annually, declaring that at the same time, it is now giving 15 per cent of its time to programs piped from the U. S. . . . and thus offering "unfair competition" to many Dominion outlets which are turned down when seeking an increase in power etc. . . .

By way of further encouraging the educational type of program, the FCC allocated 25 channels for high frequency transmission (41,000 and 42,000 kcs.) to be devoted to such features exclusively . . . WLW high power renewal will be heard by FCC in formal manner, according to an order by Commissioner George Henry Payne . . . NBC daytime revenue was up 34 per cent during 1937 . . . Erwin, Wasey & Co. led the agency billings on Mutual during the year . . . Blackett-Sample-Hummert carried away the honors on NBC in a big way . . . Deal whereby George P. Hollingbery was to buy out the station rep business of Craig & Hollingbery fell through, but business will be continued . . . Transcription business the past year was led by food and food beverage accounts, finally nosing out drug and toilet articles....

Stations let out a holler on being asked to send in positive proof on how certain spot announcements were being handled, agencies asking for photostatic copies of the log, others for announcers' schedules, affidavits, etc., and there is the fear that it will become chronic, since it has already spread . . . regular run of stations told their station reps that they do not want to suffer for the poor ethics of a few outlets here and there . . . For the first time in commercial broadcast history a key station in New York (WEAF) was off the air for 86 minutes, due to a power break, not the fault of the network . . . Radio busted out nobly on Monday night and early hours of the morning in helping to locate a lost transport air liner during a severe storm . . . WOR, WMCA and WNEW did their share.

Hickock Oil Acquires Aerogram Disk Series

(Continued from Page 1)

cover Ohio and Michigan. Transcribed program, written and produced by J. B. Downie, dramatizes the experiences of Harold Noice, adventurer-explorer, in three years of exploration on the Amazon River. Will be used by the oil company sponsor on a five-times-weekly schedule.

Radio Merchandisers is a newly formed company, with Floyd Tracy of Hickock Oil, David Robeson and F. Blake Helms as incorporators. It plans to extend operations to other cities.

Craven in CBS Talk

Commander T. A. M. Craven, member of FCC and regarded as the likely new chairman when Frank R. McNinch returns to his Power Commission post, will make his radio debut Saturday at 10:45-11 p.m. over CBS in a talk about radio's social and economic aspects as covered in his recent FCC report.

Jay Hanna Leaves Ayer

Jay Hanna, for the past eight years a radio producer for N. W. Ayer, has resigned effective tomorrow. Hanna plans to act as consultant on radio production; details will be announced later.

Mid-South Sales Heads Meet Feb. 2 in Memphis

(Continued from Page 1)

in Washington. It is expected that this meeting will have full attendance from practically all of the 42 stations within the four states comprising the mid-south district. Harben Daniel of WSM, Nashville, chairman of the Broadcast Sales Directors of the Sixth District, will preside at the regional meeting.

WGH May Join Mutual

Newport News, Va. — Edward E. Bishop, g.m. of WGH, is back from New York, where he met with Fred Weber and discussed possibilities of WBH joining Mutual. Bishop also held conferences with a view to obtaining a national rep. WGH recently was awarded a scroll, presented by Chamber of Commerce to Commercial Manager Edward E. Edgar, for outstanding civic work.

Bob Cunningham to WBBM

Chicago—Bob Cunningham, formerly program director of Central States Broadcasting System, has joined WBBM-CBS staff as night supervisor of program operations. Cunningham was associated with WBBM before he went to Lincoln two years ago.

COMING and GOING

O. B. HANSON, NBC vice-president in charge of engineering, expects to leave late this week for trek to the west coast.

C. RICHARD SHAFTO, general manager of WIS, Columbia, S. C., is in town.

L. S. BELLEM JR. and GRANVILLE P. LINDLEY, members of the Pitcairn Island Expedition, who are going to the tiny isle in the South Pacific to install a modern radio station for the island's 200 inhabitants and who will originate broadcasts from Pitcairn to NBC networks in the United States, will sail Thursday from Brooklyn.

MEFFORD RUNYON, vice-president of CBS, is in Hollywood for two weeks of conferences with Donald W. Thornburgh, CBS vice president in charge of West Coast operations. Runyon is stopping at the Town House, and is accompanied by his son, Mefford Jr.

WILBUR STARK, WMCA salesman, spent the week-end in Philadelphia on business and returns to his office today.

ARTHUR BORAN sailed yesterday from Miami and will arrive in New York on Thursday.

EARL J. GLADE, managing director of KSL, Salt Lake City, flew to New York last week

PAUL WHITEMAN, accompanied by his wife, Margaret Livingston, their daughter Margo and Jeanne Cohen, head of N. Y. office of Artists Management Bureau, return to New York from the coast Wednesday.

JOHN BARBIROLLI arrives back from abroad this weekend, and after next Sunday will resume conducting the CBS Philharmonic-Symphony Orchestra concerts now being directed by Georges Enesco.

Midgley to Look Over Western Station Talent

(Continued from Page 1)

available and make a personal survey of the western radio set-up. He expects to return late in February.

Eldon Hazard and B. Schuyler Ensell will handle Midgley's duties during his absence.

KSTP Impromptu Interview

St. Paul — When Chief G-Man J. Edgar Hoover flew into town with John Henry Seadlund (Peter Anders), confessed Ross kidnap-killer, to hunt for the bodies of Ross and J. Atwood Gray, Anders' co-partner in the crime, KSTP, Twin City station, got a 10-hour beat on the yarn.

Hoover and his aides, after finding the Atwood and Ross bodies near Spooner, got back into town about midnight. A newsman who got the yarn, thought fast, came to the studio, decided he wouldn't have time to write it before sign-off, and told Brooks Henderson, announcer, "Just interview me." Henderson cut into the program, staged the interview with the newsman, Kenny Ruble of the Minneapolis Journal, KSTP publicity affiliate.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

COOK AND DOYLE POLLS ADD TO McCARTHY FAME

Annual radio polls conducted by Alton Cook, radio editor of World-Telegram, and J. E. (Dinty) Doyle, Journal-American, announced over the weekend, added honors to Edgar Bergen's Charlie McCarthy fame. Results of the Cook poll, in which radio editors throughout the country took part, tallied closely with the recent RADIO DAILY poll of radio editors. The Chase & Sanborn Hour (Bergen-McCarthy) led as favorite program, Jack Benny topped the comedy field and Guy Lombardo was first in orchestras. In the pop singing class, Bing Crosby and Kate Smith topped as male and femme, respectively. Lux Theater was voted favorite drama program and Lawrence Tibbett best classical singer.

Other winners in the Cook poll included Ted Husing, sportscaster; Don Wilson, announcer; Boake Carter, news commentator; Singing Lady, children's program.

Doyle's Hearst radio editors poll tallied with Cook on Crosby, Miss Smith, Lux Theater, Lombardo as sweet orchestra (Benny Goodman led in swing class) and Tibbett. Best variety show voted, however, was Bing Crosby Hour, followed by Charlie McCarthy, and leading comedian was Fred Allen, followed by Benny. Other leaders included: emcee, Major Edward Bowes; comedienne, Gracie Allen; comedy team, Burns and Allen; children's program, Ireene Wicker; night serial, "One Man's Family"; day serial, "Vic and Sade"; sports announcer, Ted Husing; all-around announcer, Harry von Zell; commentator, Edwin C. Hill; movie commentator, Walter Winchell; all-around musical show, Andre Kostelanetz.

A curious coincidence of the Hearst poll is that "Hollywood Hotel," on which Hearst movie columnist Louella Parsons appears, is given second place under best drama programs and third place under best variety programs.

Haskell Heads Horse Show

Amory L. Haskell, president and owner of WBNX, was recently elected president of National Horse Show Ass'n. He also is a director and member of executive committee of American Horse Show Ass'n.

Lambert to KYW

Burt Lambert, formerly with the Hearst Radio sales staff, will join the sales department of KYW, Philadelphia, tomorrow. Lambert was with Hearst for about three years.

KMMJ

Clay Center, Neb.

The favorite family station

CRITICS' FORUM

(Continued from Page 1)

crying need for a new art form in radio. Irving Reis and Charles Martin have done more for radio than the Bachers."—RADIO EDITOR of *Judge Magazine.*

* * *

"Slipping because of sloppy direction and careless writing."—E. D. KEILMANN, *Capper Publications, Topeka.*

* * *

"Progressing. Though evolving no recent startlingly new formulas perhaps, radio certainly is evidencing general refinement of programs and general upping of intellectual level of shows made available."—DOROTHY MATTISON, *Worcester Telegram and Gazette.*

* * *

"Standing still, in general. It is progressing a bit in the fields of drama and culture. At the same time it is going backward in the comedy field—the same comedians presenting the same old gags, disguised in new attire, season after season."—ROCKY CLARK, *Bridgeport (Conn.) Post.*

* * *

"Standing nearly still at present, except in the matter of dramatics. Radio drama has advanced much in the last year."—CHESTER BROUWER, *Fort Wayne (Ind.) Journal-Gazette.*

* * *

"Not much originality this year. Movie tie-up below expectations. Progress, if any, this year has been disappointing."—PAUL KENNEDY, *Cincinnati Post.*

* * *

"An industry that stands still in the face of more exacting public demand must be going backward; radio has been acting as if it were at the point of stagnation."—LEO MILLER, *Bridgeport Herald.*

* * *

"High caliber of symphonies and good variety shows reveal that it is going ahead."—CARL JOHNSON, *Tampa Morning Tribune.*

* * *

"Stations and sponsors are trying to do the best they can despite critics' reports."—ALBERT EDWIN SONN, *Newark (N. J.) Sunday Call.*

* * *

"Definitely on the march. However, radio's Hollywood fling is certainly a handicap."—JAMES SHIPLEY, *Birmingham Post.*

* * *

"Obviously progressing, though to date very little originality has been evidenced in radio production."—DALE ARMSTRONG, *Los Angeles Times.*

* * *

"It's going forward, because the American people are that way."—RICHARD M. GREENWOOD, *Lafayette (Ind.) Journal and Courier.*

* * *

"I think it is improving. Of course, there are some pretty terrible shows, but there are also some in the top bracket that can take their place alongside any entertainment in the theater."—MARY LITTLE, *Des Moines Register and Tribune.*

* * *

"Progressing, but there's too much Hollywood and too many absurd gag programs."—HARRY W. MOODY, *Illinois State Journal, Springfield.*

* * *

"Radio has been improving for past year. Believe it will continue to go forward."—REG. WARREN, *Pasadena Star-News and Post.*

* * *

"I do not think that it is progressing; there's nothing new, no new ideas; it's a case of follow the leader."—INA WICKHAM, *Davenport (Ia.) Democrat and Leader.*

* * *

"Forward: more subtle comedy, trend toward musical comedy and classics."—GEORGE HILLYEAR, *Topeka State Journal.*

* * *

"Making slow progress through lack of new ideas. Television might turn the tide."—WILL BALTIN, *New Brunswick (N. J.) Daily Home News.*

* * *

"Very little progress, if any. Even variety programs too stereotyped."—RALPH SANDERS, *Chattanooga Free Press.*

* * *

"Present shows practically all lousy; symphonic and classical music programs improving."—RALPH F. KREISER, *Bakersfield, California.*

* * *

"Backward in comedy (because it's standing still), forward in serious music, and nowhere in drama."—JACK SHAFER, *Newark Ledger, Long Island Press and Staten Island Advance.*

EDITORS AND CRITICS NOTE GAINS BY RADIO

(Continued from Page 1)

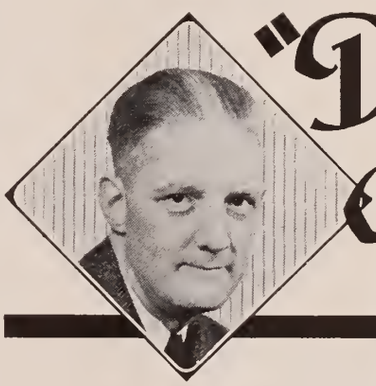
lieve they are standing still and only 5 per cent consider them slipping.

In the group which sizes up radio as improving, quite a number qualified the enthusiasm of their statements by remarks that the progress is not uniformly steady, believing that some departments such as music and serious drama show much betterment, while serials and sterotyped variety shows represent retarding factors.

There is also a great deal of complaint against increase of Hollywood movie influence in air programs.

Some of the more pertinent comments by various radio editors and critics in their replies to the first question in the Forum will be found starting on page one.

(In tomorrow's issue, a symposium on the second question in the Forum, "How can news periods be improved?" will be presented).



"Day in Review"

DISTINGUISHED

AVAILABLE ON —WXYZ— MICHIGAN RADIO NETWORK

FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.

LOCAL, NATIONAL AND WORLD WIDE NEWS

Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.

FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS

KING-TRENDLE BROADCASTING CORP

MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., *Representative*

AGENCIES

W. E. LONG CO., Chicago has placed one-minute transcriptions and spot announcements for Hathaway Bakeries Inc. on WBZ-WBZA and WEEI, Boston; WSPR and WMAS, Springfield; WORC and WTAG, Worcester, and WPRO and WJAR, Providence. Agency also is releasing a series of spots on WDAL, WCAO and WFBR, Baltimore, for Schmid Baking Co.

SCHENCK ADVERTISING, Newark, is handling the account of Julius Marcus Laboratories, which is moving its plant from Jersey City to Brooklyn and changing name to Julius Marcus Co. Inc. preliminary to starting an advertising campaign with radio included.

WILLIAM T. HAMILTON, formerly with Lord & Thomas, is now in an executive post at Lennen & Mitchell. Latter firm has been appointed to handle account of Nestle's Milk Products Inc., with Hamilton as account executive.

JAMES CECIL, president of Cecil, Warwick & Legler, is in Hollywood to catch the first of the Eddy Duchin airings from the coast for the Elizabeth Arden account. Broadcasts will be from the Ambassador auditorium, in which hostelry's Cocoanut Grove Duchin and his boys will be holding forth for several weeks.

LENNEN & MITCHELL has been appointed agency for Carstairs Bros. Distilling Co.

Airing Dartmouth Carnival

Springfield, Vt.—WNBX is going to give radio listeners throughout the U. S. an opportunity to hear a broadcast from Dartmouth College in Hanover, N. H. Phil Hoffman, WNBX manager, has arranged to feed two sections of the Dartmouth Winter Carnival to the CBS network. Will include ski jumps by teams from Harvard, Yale and other prominent eastern universities as well as schools from Germany and Switzerland. Lansing Lindquist, WNBX program chief, is working out final arrangements and details.

Feeds will take place Feb. 12 at 2:30 and 4:15 p.m.

"Movie Money" on WMCA

"Movie Money," new radio game designed to test mathematical ability of listeners, with $200 in weekly cash awards, starts tomorrow at 7:45-8 p.m. over WMCA.

WGL on New Power

Fort Wayne, Ind.—WGL, Westinghouse station, started Saturday operating on its boosted power, 250 watts. Its facilities are combined with the 10,000-watt sister Westinghouse station here, WOWO.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



PETTY CASH VOUCHER

Week ending Jan. 28th.

● ● ● **Saturday....Hear that Jimmy Dorsey follows Casa Loma into the New Yorker, Feb. 27....Addy Britt succeeds Jessie Stool at Donaldson, Douglas & Gumble—and immediately starts plugging the hit song from the Billy Rose show, "At A Perfume Counter"....Lucille Sidlo on Feb. 1 becomes secretary to H. K. Carpenter, g.m. of WCLE, Cleveland—because his present steno, Ellinore Will, said "I do."**

● ● ● *Sunday....With the sun shining we decide to go ice skating at the Gabriel Heatter mansion on the Island—so we send our skates out to be sharpened....Later for a look-in at Nat Brusiloff's show where we get the flash that Walter Winchell is talking about the Dizzy Dean kidnapping—the tip being given to W. W.—by one of his distinguished guests in the studio—G-Man J. Edgar Hoover....Up to the Savoy Ballroom in Harlem where Chick Webb is thrilling the assemblage and discover Buck & Bubbles also heading a band....From there to Leon & Eddie's where the Gold Dust Twins enjoy the biggest and most brilliant celebrity night they're ever had....Jerry Kruger tears the house down with a swing version of "Old Man River" and Jim Braddock gets up to comment on her swellness.*

● ● ● **Monday....All NY is at the Astor honoring Bill Corum but we stick by the radio listening to WOR's flashes and appeal for aid for the missing airplane....WNBH, New Bedford, Mass., receives a letter from a homesick soldier in Oahu, Hawaii, to play a song "from Mickey dedicated to Millie." The "Mickey" is discovered to be a hometown boy who had a tiff with his gal—so the airplug was meant to be an "air cupid."**

● ● ● *Tuesday....A tip comes thru that Donald Novis is to go on the morrow to Phoenix, Ariz., and wed Dorothy Bradshaw—but we don't print it because we can't recall whether Novis is single again....Anyway, the morrow brings a confirmation via the AP.*

● ● ● **Wednesday....Joey Nash reports that the Murray Hill Hotel on Park Ave. will have two bands—William Farmer and Muzak!....From WPAY, Portsmouth, O., comes word that last year a man left the city in a hurry to escape the floods and the last thing he heard on his auto radio was Old Gardner selling a product....The other day, exactly a year later, the man comes to the station to place an order for the product plugged by Gardner.**

● ● ● *Thursday....Notice NTG leaving WHN—and then visiting with Donald Flamm at WMCA....To Del Casino's farewell party by the music boys at the Hickory House. Richard Himber walks in and says he made a mistake—he thought it was for Frank Parker.... Casino gets up to say a few words of thanks to the boys in sincerity —and Teddy Powell gives him a hot-foot. Del takes off his shoe, saying his seven years in Wall Street taught him how to counteract such nonsense—and gets a hot-foot on the remaining shoe....He bids us farewell as he crosses the street, saying "I don't know what's in store for me but—" and a taxi comes by and knocks him over!*

● ● ● **Friday....Corinne Jordan, program director at KSTP, St. Paul, informs she mentioned in her "What's New?" program that a move had been started to revise "Star Spangled Banner" so everyone could hit the high ones—and a 96-year-old vet rushed to the studio to say no revision was necessary because even he could hit the notes—which he did.**

TOTAL EXPENSE:....35 cents to sharpen ice skates!

AUDITOR'S REMARKS: Request GRANTED—provided you use them next week in Miami—where it's supposed to be freezing!

ORCHESTRAS MUSIC

AL DONAHUE has been honored by the Chamber of Commerce of Tampa, Fla., by being chosen to provide the music for the famous Gasparilla Ball to be held at the Davis Island Coliseum, Feb. 1-2. On the days of the celebration Donahue and his orchestra will be given a leave of absence from the exclusive Colony Club where they are playing for the Winter season. Donahue has also been commissioned to write a song which will be adopted as the official Gasparilla Ball Theme.

Freddie Ebener, Omaha orchestra leader, has been named director of the WOW 12-piece studio orchestra.

Bandleader Lee Grant is featuring a novel "Sweet-Swing Quartet" on WMCA's "Grandstand and Bandstand" commercial, with vocals by Brook Martin.

Emery Deutsch and his orchestra will be heard for the first time via WOR next Wednesday night at 8:30-9 and every Wednesday thereafter. Deutsch will continue his 18 weekly NBC broadcasts without interruption for the entire month of February.

Nick Stuart and his band follow the Biltmore Boys into the grill of the Hotel Muehlebach, Kansas City, with WDAF picking them up by remote for nightly airings.

Lyn Murray's "Four Clubmen" are making a series of Decca Records. The "Clubmen" are currently heard twice weekly via CBS.

Al Skinner is now conducting an Ernie Holst orchestra at the Everglades Club in Florida. Holst, currently heard twice weekly via CBS from the Book Cadillac in Detroit, has had his engagement extended at that spot.

The Four Gentlemen of Rhythm, a swing combine, is taking the air over WBNO, from the St. Charles Hotel, New Orleans.

Bob Crosby and his Dixieland orchestra play a special short wave program from the Hotel Pennsylvania today at 3 p.m. BBC will pick up the broadcast from Columbia.

DAILY SCOOPS
Suggested Listening Tonight!
● ● ● DORIS RHODES
.....WABC, 6:45 P.M., E.S.T.
doing
"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"
and
● ● ● JOAN EDWARDS
WEAF, 6:35 P. M., E.S.T.
doing
"SMOKE FROM A CHIMNEY"
SHAPIRO BERNSTEIN, INC.
Music Publishers . . . RKO Bldg., N. Y. C.
Jonie Taps, General Manager

Los Angeles

PINKY TOMLIN will be married to Joanne Alcorn, playmate of his Oklahoma school days, on Feb. 17 in Santa Barbara.

Dr. Ralph L. Power has been appointed resident buyer of Hollywood-produced transcription programs for All-Canada Radio Facilities Ltd. He already functions in that capacity for Broadcasting Service Association, Ltd., in supplying shows and scripts for the Australasian market.

Chester Morris, stage and screen star, will play the leading role in "A Case History of Dallas Egan" on the CBS Pacific Coast "Calling All Cars" Tuesday night at 7-7:30.

KFWB initialed a new one, "Public Opinion," Friday at 9 p.m., with the Hon. T. K. Chaing and Clifford E. Clinton, head of the crusading civic group, on the first of the series.

Norman Field, one of the busiest of local radioites, will find time for a guest appearance on Celeste Rush's "Life of Byron" series over KFAC tonight.

Thomas Freebairn-Smith, who has done practically everything but sing on Jeanette MacDonald's "Open House" program, decided to sing a duet with Wilbur Evans on the CBS show Sunday. Freebairn - Smith is producer-announcer of the show.

Loyola University initials a weekly series of original radio dramas over KHE Sunday at 4 p.m. Program will be known as "Loyola's Little Theater of the Air," with scripts contributed by students and casts recruited from student-body dramatic groups. Offerings will be directed by Martin Work.

Gary Breckner, ace CBS special events reporter, will interview Lambert Kreimer, famous German trainer of those wonderful "Seeing-Eye" dogs who is now engaged in this work in Los Angeles, on a coast-to-coast CBS hookup on Saturday, at 2:45-3 p.m. PST.

Hal Styles' "Help Thy Neighbor" program celebrated the start of its second year on KHJ Sunday. The job-finding program has done just that for more than 400 job seekers in that time.

Clinton Jones has been added to the KNX newscasting staff.

Felix Mills has written a special musical composition for "Clara Cluck" of the Mickey Mouse airshow.

Eddie Cantor, Bing Crosby, Connie Boswell and Victor Young and orchestra just completed a Decca recording at the studio of Recordings Inc., with proceeds from the sale of all disks to be added to President Roosevelt's infantile paralysis fund.

The Globe Investment Co. has signed for a daily 100-word announcement on "Happy Jack Kay's Breakfast Club" over KFI for one year.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

NEW PROGRAMS—IDEAS

WHEC's Railroad Series

Broadcasts from railroad stations are not new, but WHEC, Rochester, probably touched on a new angle when the microphone was taken from the New York Central R.R. platform right into the engine cab of the Empire State Express during its four-minute stop in Rochester. This was part of a weekly series of programs presenting interesting phases of railroad life, covering Train Dispatcher's Office, Travelers Aid Desk, Waiting Room, etc.

To have material for the "platform" broadcast and in order to have a little background for interviewing the Empire State engineer, Ross Woodbridge, who has been handling the series, rode the front end of a fast train to Buffalo from Rochester, picking up plenty of interesting sidelights from the crew on the way.

Future plans call for a program from a signal tower, recollections by pensioned "old-timers," and other railroading phases.

"Public Library Speaks"

"The Public Library Speaks" is the title of a new educational weekly series now presented by WHEC, Rochester. Produced largely by library personnel, broadcasts are aimed at publicity for the various library departments and what they have to offer. Instead of using straight talks and half dead worn-out dramatic sketches, an attempt has been made to enliven the programs wherever possible. Outside talent has been one of the methods used. For example, Superintendent of Rochester Schools, James M. Spinning, helped inaugurate the series by speaking on the opening broadcast. When the Fiction department wanted to plug its books on outdoor sports and skiing in particular, an experienced and expert skier was invited in to give practical suggestions as part of the program.

The scripts are worked out by the library staff, assisted in plan and writing by the WHEC Program Department.

The suggestion that the whole series be given "the needle" met with the library's wishes and WHEC is enjoying an amount of co-operation and effort seldom encountered with "free-time" outside organizations.

"Tangled Tunes"

KRNT, Des Moines, has trotted out this one, broadcast from the dance floor of local tearoom. Idea is a medley of four tunes names of which suggest title of a fifth number. Contestants plug in here to try to guess it, winner collecting a dinner, theater-tickets, and free dancing. Thrown in are prizes for listeners suggesting tangled tune medleys; and additional awards to folks around the dance floor who supply right answers to questions on the songs and their composers. Jim Randolph and Dale Morgan handle the proceedings, with Barney Barnard's band, Tommy Thomson, the Four Stags and Virginia Vallance contributing.

Novel Class in Speech

A novel idea in broadcasting a class in speech at work is being utilized by WTMJ, Milwaukee.

When Professor Vernon Utzinger, head of the department of speech at Carroll College, conducts his better-speech program, microphones are suspended over the class and another placed before the professor and the visiting instructor. In this manner an informal classroom session is achieved.

To give listeners the feeling that they are dropping in on a class discussion, the conversation between teachers and pupils is under way when the program opens, and the session is still going at the sign-off. Approximately 20 upperclass high school students are used each week, with a different school represented at each Saturday broadcast over WTMJ, 5 to 5:15 o'clock.

Professor Utzinger has been on the station many times in the past with better-speech talks.

"The People Rule"

"Under God the People Rule," is the motto of South Dakota. Line has been taken for the title of a new starter on KOBH, Rapid City, S. D. Spotted for Sundays, show brings on prominent persons to speak on civic subjects. They choose their own topics, and no censorship is imposed.

Parent-Child Series

New series on parent-child problems has started over WICC, Bridgeport, under guidance of Connecticut Congress of Parents and Teachers. Program is intended for home study of every-day problems of parents "who wish to grow with their children." Group enrollments are invited, with monthly discussions of topics presented.

"Kiddie Klubbe"

Children four to fourteen years of age make up the talent on this Saturday morning feature over WRBL, Columbus. Developed along amateur-hour lines, with prizes for winners, children are selected for the performances through public auditions. All talent is rehearsed for each broadcast, yet informal atmosphere prevails.

Son for Tony Gale

Tony Gale, music arranger for Jack Miller's orchestra, is the father of a boy born Friday at Brooklyn Hospital. Gale has a daughter who was named after Kate Smith.

Chicago

F. W. FITCH CO. which recently expanded its "Interesting Neighbors" to a half hour, reported listening to other shows. One item auditioned was a half hour dramatic stanza written by Arch Oboler.

Lucy Gilman, 13-year-old actress, stricken suddenly with appendicitis and had it out at Oak Park Hospital. Betty Olson of the Escorts and Betty is pinch-hitting for Lucy on Oxydol show.

Irna Phillips, author of Guiding Light, gave a banquet for cast at Drake Hotel Tuesday on First anniversary show. Niles Trammell and Salesman Harry Kopf also attended.

Don Bolt, WAAF news commentator, has begun a 3:30 p.m. daily series. George Morgan, tenor, has launched a new musical series on WAAF.

Rosalind Marquis, Hal Kemp's new songstress, is laid up with bronchial difficulty and Kemp has called in Maxine Gray who was with him for years to substitute.

Winter Carnival Backstage

St. Paul — Following the "backstage" pattern of its state fair broadcasts, KSTP, Minneapolis-St. Paul, aired eight broadcasts from the St. Paul Winter Carnival, the state's biggest show of the season, with a series of eight stunt and behind-scenes broadcasts last week.

One program had Announcer Bob Murphy, with a pack on his back and skis on his feet, joining the Duluth-to-St. Paul ski derby to give listeners a puff-by-puff account. Another took announcers backstage for a coronation preview and for the ice follies. Every program was built, not with a view to telling listeners about things they could see if they took in the shows, but how the whole job clicks behind the stage. Station utilized mobile unit, pack set and lines at several centers of activity.

Douglas & Priscilla in Short

Milton Douglas and Priscilla, who have appeared as guests on the Rudy Vallee, Schaefer Beer and summer Jell-O shows, have been signed by Warners for a Vitaphone short subject to be made Feb. 10 at the Brooklyn studios. Curtis & Allen set the deal.

Walter D. Scott Joins NBC

Walter D. Scott, ex-Hearst Radio, has joined the local NBC sales force.

BINGHAMTON—NEW YORK
WNBF
Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

PROGRAM REVIEWS

Vallee Hour

Something new and novel in trick voices was introduced last Thursday night over NBC-Red by Rudy Vallee in the person of Larry Blake, whose voice underwent various changes while he carried on a continuous stream of talk. Blake imitated various film stars with unusual fidelity, combining expert mimicry with a touch of comedy. It's a trick, however, that probably is more effective on a stage than over the air.

As the playlet on the program, Glenda Farrell and Humphrey Bogart appeared in "Manhattan Latin," by Henriette Feldstein. It was an amusing and well-acted skit about a femme cub reporter who must get an interview with a famous male Spanish dancer or she'll lose her job. The "Spanish" dancer accidentally is unmasked as a Manhattan east side boy in disguise, and the gal tosses her job when he goes sweet on her. Sterling Holloway, comedian, and Walter Wanger, movie producer, also were interesting items on the program.

Andrew F. Kelley

Taking over the WOR spot formerly occupied by Dale Carnegie at 8:30-8:45 p.m. Fridays for Emigrant Industrial Savings Bank, Andrew F. Kelley ("Horsesense Philosopher") makes a welcome return to the airwaves in his friendly style of homespun discussion of daily problems. There is plenty of real horsesense in Kelley's discourses, which are down to earth and salted with a bit of humor, leaning primarily to the optimistic side, and he should have a good following. The slant he gave in his opening talk, however, about an "armistice" having been declared by government and business, is belied by the contradictory and continually disturbing developments in Washington. Agency is N. W. Ayer & Son.

Howard Marshall

In a new series titled "What They're Saying in England," Howard Marshall returned last Friday at 9:15-9:30 p.m. over NBC-Blue in an interesting batch of comment about the food problem in case of war, some chit-chat about his moving to a new house and other bits of more or less entertaining chatter. The popular British journalist and BBC commentator is at present in Germany, so last week's talk came from Berlin. For folks who enjoy some British-accented comment about affairs pertaining to England and elsewhere and to the commentator's own activities, the program should prove a treat.

"Hollywood Mardi Gras"

Much comment along Hollywood Boulevard anent the tempo of the Packard show, on NBC-Red each Tuesday night, since Walter O'Keefe took over the emcee chore. Noticeable, too, is the better pacing and timing of Charlie Butterworth with O'Keefe as his foil, with both alert because of the association. In fact, Lanny Ross, Jane Rhodes, and even Ray Paige and his music appear to have taken on a new enthusiasm with the advent of O'Keefe.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

January 31

Eddie Cantor

F. C. C. ACTIVITIES

APPLICATIONS DENIED

Asheville Daily News, Asheville, N. C. CP for new station. 1370 kc., 100 watts, unlimited.

Broward Broadcasting Co., Ft. Lauderdale, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

WMBH, Joplin, Mo. Change operating assignment to 1380 kc., 500 watts, unlimited.

Hickory Broadcasting Co., Hickory, N. C. CP for new station. 1370 kc., 100 watts, daytime.

WBOW, Terre Haute, Ind. CP to change frequency and increase power.

Glenn E. Webster, Decatur, Ill. CP for new station.

HEARINGS SCHEDULED

Jan. 31: KVOD, Denver. CP to change frequency and hours of operation and increase power to 630 kc., 1 KW., unlimited.

KFEL, Denver. CP to change hours of operation and increase power to 1KW., unlimited. 920 kc.

WFIL, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 560 kc., unlimited.

Feb. 1: WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

Feb. 2: WBLY, Lima, O. Vol. assignment of license to Fort Industry Co. 1210 kc., 100 watts, daytime.

KHUB, Watsonville, Cal. Vol. assignment of license to John P. Scripps. 1310 kc., 250 watts, daytime.

Feb. 4: WCLS, Joliet, Ill. Transfer of control of corp. to L. W. Wood. 1310 kc., 100 watts, specified.

KRQA, Santa Fe, N. M. Vol. assignment of license to I. E. Lambert. 1500 kc., 100 watts, unlimited.

APPLICATIONS RECEIVED

Eugene DeBogory, Dallas. CP for new station. 1500 kc., 100 watts, daytime.

KFAB Broadcasting Co., Lincoln, Neb. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., unlimited.

WSAL, Salisbury, Md.

Personnel of Maryland's newest station is complete with 18 members as follows: Frank M. Stearns, owner, formerly of Washington; Glenn D. Gillett, consulting engineer, Washington; J. Roy McLennan, manager, former head of advertising firm; Deane S. Long, program director and chief announcer, formerly with WFMD, Frederick, and WEBR, Buffalo; Richard Bullers, chief engineer, formerly with WJEJ, Hagerstown, and WCRW, Chicago; H. Fulton Brewington, musical director and announcer, of the former WSMD; Edward J. Hagert, engineer, of Baltimore, Zoltan Bogar, engineer, formerly of WEST, Easton, Pa., Billy Tryall, announcer, formerly of WWSW, Pittsburgh; Robert Rogers, announcer from Coast Stations, Raymond Ulm, salesman, formerly district salesman for Philco Radios; James Phillips, salesman, former advertising salesman; Mrs. Robert Cooper, bookkeeper; Mrs. Edward Inman, saleslady; Margaret Disharoon, stenographer and hostess; Louise Farlow, stenographer and continuity writer, and William Heaton, staff pianist.

Sleepy Hollow Gang of WCAU will make a four-day appearance here starting today.

Six poultry hatcheries are currently sponsoring time programs over the station.

Both Standard and NAB Transcription Service acquired by station.

WGY, Schenectady

Doy Odell and Max Raney, bona fide Texans who came to WGY with Doc Schneider's Texas Cowboy act, have won a daily 8:15 a.m. spot on NBC-Red network. Booked as The Hi-Boys—they're both more than six feet tall—they have built up a smooth running show. Program originates at WGY.

WGY's new vertical antenna, which stands on a point, has attained a height of 400 feet. When completed, the structure will be 625 feet.

Bill Fay, manager of WHAM, paid graceful tribute to his former boss, Kolin Hager, manager of WGY, recently. Fay sang a group of numbers on NBC's Blue network show, "Music is My Hobby," and as his concluding number offered "Ruler of the Day," words by Kolin Hager and music by Charles Gilbert Spross, his accompanist for the evening. Bill Fay entered radio as soloist and announcer via WGY back in 1924.

The staff of WGY has organized a six-team bowling league. Teams bear such names as Howls, Squeals, Statics, Faders, Whistles, and Ripples.

Leo Bolley, sports commentator of WGY, recently had Ray Billows, golfer of Poughkeepsie, and runner up in National Amateur Tournament last summer, as a guest.

KSL, Salt Lake City

Earl J. Glade, managing director, visiting New York.

Lennox Murdoch, station operations chief, on the coast.

KSL Orchestra will play U. of Utah Junior Prom on Feb. 18, with CBS pacific airing being sought.

Harris Vincent has reached Isle of Tonga.

Richard L. Evans, special features announcer, produced show in which station saluted the S.S. Lurline enroute to Hawaii. Earl J. Glade spoke briefly.

Wayne King Adds Stations

When Wayne King begins airing from the coast tomorrow, the following stations will join the Lady Esther program: KFI, KPO, KGW, KOMO, KHQ and KDYL, with KOA joining Feb. 15 or 22.

GUEST-ING

ROSA PAULY, Metropolitan soprano, on Philharmonic-Symphony Orchestra program, Feb. 27 (CBS, 3 p.m.)

DOROTHY GORDON, children's entertainer, guest of Myra Kingsley on "Daily Information Service," today (WOR-Mutual, 11:45 a.m.)

PAULA LECLER, commentator, interviewed by Frankie Basch, tomorrow (WMCA, 7:45 p.m.)

MIRIAM HOPKINS (postponed from last week) and HORTENSE ODLUM, president of Bonwit-Teller, on Kate Smith program, Feb. 3 (CBS, 8 p.m.)

FRANK PARKER, on the Al Pearce show, Feb. 8 (CBS, 9 p.m.)

MISCHA AUER, on Bing Crosby show, Feb. 10 (NBC-Red, 10 p.m.)

MITZI GREEN, on Paul Whiteman program, Feb. 4 (CBS, 8:30 p.m.)

LEO CARRILLO and EDITH FELLOWS, in "Little Miss Roughneck," on "Hollywood Hotel," Feb. 4 (CBS, 9 p.m.)

WINIFRED CECIL, on "Songshop," Feb. 4 (CBS, 10 p.m.)

BERT LYTELL, DOROTHY DRESLIN, NOLA DAY aud ERNEST McCHESNEY, on "Hammerstein Music Hall," Feb. 4 (CBS, 8 p.m.)

KBST, Big Springs, Tex.

Jay R. Huckabee, formerly of KGNC, Amarillo, has been appointed chief engineer, succeeding Avery Faulkner, who resigned to enter commercial photography.

Jack Maynard, formerly of KXBY, KCKN and KWBG, joined recently as announcer.

Frank McIntyre, announcer, and Doris Carter are newlyweds.

WPTF, Raleigh

Ed Smith has joined the station as news commentator. He was formerly with J. Walter Thompson agency, Saturday Evening Post and Swift & Co.

With additions of a permanent staff orchestra under direction of Don Ebaugh, several new studio shows are being prepared.

New Bob Edge Series

Bob Edge, WOR outdoor commentator, returns to the air Feb. 19 at 7:15-7:30 p.m. with a new series.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

NASHVILLE

WLAC, the CBS outlet, has added five-piece orchestra.

Closer relations between local newspapers and stations was established when WSIX signed with the Banner to present a daily 15-minute feature, "Banner Funnies," and with the Tennessean for a Sunday 45-minute funny paper series.

Joe Hill Calloway Jr., WSIX announcer, and Glanna Dodson, pianist, were married Dec. 26 and revealed it last week.

WLAC will move from present suburban location to new Third National Bank Bldg., downtown.

WSIX has added three salesmen: Edgar Sperry, returning to the station; David Roskind, from St. Louis, and Winslow McClellan, formerly of the Banner.

Ashmead Scott to Films

West Coast Bureau, RADIO DAILY

Los Angeles — Ashmead Scott, writer-producer of the CBS "Your Witness" show who recently joined the production staff of "Jack Oakie's College", is severing the William Esty agency connection to take a fling at film direction. Although Scott was quite prominently identified with various Little Theater movements in the East, it was his direction of the novel "Your Witness" show which brought him to the attention of the film moguls. Announcement of his film affiliation will be made after the author-director takes a brief vacation.

Al Barrie in New Program

Al Barrie, who presents the "Mellydrammers" on WNEW, starts a new early bird series over WNYC on Wednesday at 7:30 a.m. Program will combine chatter, songs and organ music, with Barrie as singer and gagman.

"Streets of New York" on WINS

New York WPA's "Streets of New York" series starts Friday at 3:30-4 p.m. over WINS.

WTMV, East St. Louis, Ill.

William H. West, g.m., back from Florida with family.

Thomas J. Connelly, sales promotion man, and Margaret Alice Meisburger of St. Louis will wed soon.

Police Chief Michael O'Rourke, an oldtime thespian, is appearing in "Police Records on the Air" series.

ONE MINUTE INTERVIEW

FRANK FERRIN

"It is possible to handle commercials so as to make them an integral part of the entertainment. Clever and ingenious script writing, plus common sense and an intelligent understanding of the purpose of the particular commercial, will inject that human touch that makes the listener want to buy."

☆ Coast-to-Coast ☆

DAVID LOWE, the Hollywood commentator heard on WNEW's "Sound Track," is the author of the play, "It's A Good Idea," which recently played a benefit performance for the Newark Orphanage and netted $500. The play is now in the hands of several Broadway producers under consideration for production.

Dorit K. Weigert, director of the Iridor School of Cooking, has completed series of twenty-six lectures on the art and science of cooking, for radio presentation. Miss Weigert, who has been heard as guest star on many leading food programs, is planning to return to the air on a weekly series.

Lawson Zerbe, the talented young radio thespian, has been signed for a new recorded commercial series which will be featured daily in the South.

News commentator Austin Grant, of WWJ, Detroit, is taking a short vacation in Sandusky, Ohio, visiting his mother, after having surrendered his appendix to the surgeons.

Frankie Basch, WMCA's "sob sister" was elected honorary member of the Women World War Veterans last week. The membership was conferred upon Miss Basch by Dorothy Frooks, National Commander of the organization, as an expression of good will for Miss Basch's work in behalf of women's groups.

WHKC's "Trouble Shooters," popular public service program conducted by John Moses and Budd Sweeney, rose to second place in the amount of mail received during the past four weeks. As part of their service to housewives, the "Trouble Shooters," include information of disreputable business practices and unlawful house-to-house peddling, as received from LeRoy Morris of the Columbus Better Business Bureau.

Requests from shut-ins to the "San" program emceed by Frank Burke, over CKLW, Detroit-Windsor, on Sunday morning, have been so large that the show has been given a half hour on Wednesday afternoons to add to its full hour Sunday mornings. Burke came to CKLW two months ago from Station CHML at Hamilton, Ontario, where for four years he conducted a similar program for sick persons.

Morris Boyd, local sales manager, Betty Goodwin, fashion editor, and J. K. Mason, merchandising head, all of NBC, will speak before the National Retail Dry Goods Ass'n Convention, Thursday at Hotel Pennsylvania.

Shortly after sounding of an alarm for a $500,000 fire in the wholesale district of Evansville, Ind., John Caraway and Guy Crecelius were on the job reporting the blaze over a hastily bridged-over telephone connection, broadcasting over both WGBF and WEOA. They took up an exposed position and submitted both to a continuous shower of sparks and icy spray from the fire hose, but their sufferings were alleviated by the Salvation Army, who mobilized quickly and served coffee and doughnuts to firemen, policemen and radio people.

Beginning Thursday, Anice Ives, will interview weekly prominent members of The Advertising Women of New York on her "Everywoman's Hour," 11:15-11:45 daily over WMCA. Miss Ives and her guests will discuss advertising and buying from the housewife's point of view.

Schmidt Brewery will sponsor "Ports of Call," an Atlas Radio Production, on WTCN, Minneapolis, for 52 weeks. This is the second Atlas show that WTCN has sold. Twin City Federal Savings & Loan sponsor "Captains of Industry."

NEW BUSINESS

WNBX, Springfield, Vt.: Pillsbury Flour, spots; Campaignie Parisienne, programs, through Northwest Advertising; Gardner Nurseries, programs, through Northwest Advertising; Woman's World Magazine, announcements, through Albert Kircher Agency; RCA Radio, programs; Westinghouse Dealers, programs; Pine Tree Soap, announcements; Campbells Fairbanks Exposition, announcements, through Harry M. Frost Agency.

Iowa Network: Quaker Oats, ETs, through Fletcher & Ellis (KSO, WMT); Scott Paper Co., announcements, through J. Walter Thompson (KRNT, WMT); Smith Bros. Mfg. Co., "Cedar Valley Hill Billies," through R. J. Potts (KRNT, WMT); Bulova Watches, time signals, through Beal Advertising Agency (KRNT, WMT); Gude's Pepto Mangan, anonuncements, through Morse International (KRNT, WMT); Interstate Transit Lines, "Going Places With Dale," through Beaumont & Hohman (KSO); Lydia Pinkham, "Voice of Experience," through Erwin Wasey (KSO); RCA, announcements, through Lord & Thomas (KSO, WMT); Interstate Bakeries, "Lone Ranger," through R. J. Potts (KRNT).

WSAL, Salisbury, Md.: Esskay Products, through Schulderberg-Kurdle, Inc.; King Syrup, through Mangels - Herold, Inc.; Purina Chows; Dolly Madison and Aristocrat Ice Cream; Dairy Products Co.; Peoples Life Co.; Webb Packing Co.; Pepsicola Bottling Works; Seiberling Tires.

KFI, Los Angeles: Crowell Publishing Co., "Jean Abbey," program.

KANSAS CITY

Lou Kemper, former WHB announcer, now on staff of WDOD, Chattanooga, was in town for a brief visit.

Everett Kemp, member of KMBC dramatic and announcing staff, who was starred in the "Happy Hollow" series aired by KMBC for the CBS network, has resigned to join KOAM, Pittsburg, Kan.

C. R. Mooney, director of publicity for K. C. Chamber of Commerce, is writing and airing a quarter hour feature for KCMO.

KCMO has signed 13-week contract with the Walter H. Johnson Candy Co., for five minute daily airings of "Johnnie on the Spot."

KCMO has installed a new Fairchild recording outfit.

KCKN joined the Kansas network Saturday to air addresses delivered by Dr. Glenn Frank and Thomas McNeal in Topeka in observance of Kansas Day.

Ruth Royal, KCKN musical director, has resumed her daily piano and song program which was off the air briefly.

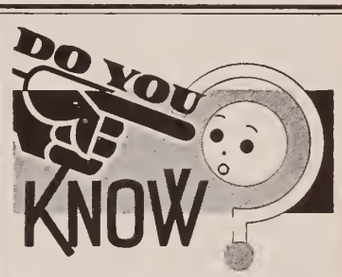
"Pappy" Lynn, impersonator of rural characters recently with WHO, Des Moines, has joined KMBC, where he is announcing the Tex Owens programs besides appearing with the Brush Creek Follies and conducting the early morning farm program.

KXBY is running a one week test on their daily "Barn Warmers" program for Sterling Insurance Co. The show offers a full hour of musical and comedy acts by a cast of 16 under the direction of Jack Wood.

KMBC has added musical numbers to certain regular programs and expanded several staff musical units following the recent signing of an agreement with the AFM under which the station added four musicians to bring the regular musical staff to the stipulated complement of 10.

Renew WISN Women's Series

Milwaukee — "Ann Leslie's Scrapbook", popular WISN women's feature, has been renewed for an extended period by Milwaukee Fresh Fruit and Vegetable Advertising Council. Mary Ann LeMay is commentator, giving culinary, household and beauty chatter.



Importation of radio sets and parts is prohibited in Japan under an ordinance drawn up last October by the Minister of Commerce.

PROMOTION

WJSV Ties Up Phone Service

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once: not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

Thermometer Offer

Free offer of a thermometer on early morning "Eta Alpha Programma" over WDRC, Hartford, brought qualified replies from eight states, despite stipulation that letters had to be mailed same day. Supply of the instruments was quickly exhausted, and new order was made necessary.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KTSM—El Paso

1310 *Kcs.*—250 *Watts Daytime*, 100 *Watts Night*

TRI-STATE BROADCASTING CO., INC., Owner
KARL O. WYLER, Vice-President and General Manager

ON Jan. 3 of this year, KTSM joined NBC as an affiliate of the Red and Blue networks. As KTSM becomes an oasis in the ether desert to the same extent that the city of El Paso is an oasis in the geographic desert, the fact of El Paso's station going NBC was of considerable significance to that part of the southwest.

Station belongs to the Tri-State Broadcasting Co. Inc., of which Karl O. Wyler is the vice-president and general manager. Wyler is also the active head of KTSM. The sales staff is manned by four real go-getters, namely, Hubert Finley, Monte Roberts, Van DesAutelf, and Willard Kline

While KTSM is not, and probably never will be, a 50,000-watter, it does cover for all practical purposes the El Paso territory. KTSM operates on a frequency of 1310 kilocycles, 250 watts daytime and 100 watts night. Tests indicate .5 millivolt contour at 30 miles, and there are thousands of regular listeners to this station covering an area of 100 miles.

KTSM is now housed in several suites of beautiful new offices on the 8th, 9th and 10th floors of Hotel Paso del Norte in El Paso. A large number of the most popular commercial chain programs are already being heard over KTSM and the complete domination of this market by KTSM is assurance that within a short time most of the national advertisers wishing to reach this market effectively will be using the station.

Incidentally, KTSM plans an aggressive program of selling to advertising agencies and sales and advertising managers of the national companies. The Mithoff & White agency of El Paso has been appointed to handle this work.

OKLAHOMA CITY

Lee Norton, WKY star warbler, set for an early personal appearance at Oklahoma City theater.

KOMA cooperating with Standard Theaters in distribution of passes during Man - On - The - Street broadcast.

WKY staff orchestra to play twice weekly dances in the Silver Room of the Skirvin Hotel. Band will be known as Allen Clark's Band with Lee Norton as vocalist.

Jack Caldwell being featured on KTOK and Oklahoma Network in organ concert from the Tower Theater.

Warren Welborn, sponsoring 15-minute sports review over KFXR.

BOSTON

Edward F. McGrady, public relations director for RCA, will be guest speaker at Boston Chamber of Commerce luncheon Thursday, broadcast over Colonial network.

Evelyn Towle, secretary to Lew Whitcomb, WEEI publicity chief, laid up the past two weeks by grippe and sinus, now better.

Colonial and a coast Mutual network will broadcast the finish of the World's Championship Dog Sled Derby from Laconia, N. H., next Sunday.

ALBANY

Aaron Keller of WOKO and Harry Goldman of WABY attended Saturday's conference of sales managers presided over by Charles Phillips of WFBL, Syracuse.

Coming Events

Feb. 1, 1938: International Telecommunications Conference, arrangements being made by General Manager of Egyptian State Railways, Telegraphs & Telephones, Cairo, Egypt.

Feb. 7: Canadian Association of Broadcasters convention, Ottawa.

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

CANADA

Herb Pauls, yodeling cowboy, is now with Art McEwing's Farmer Fiddlers on CKY, Winnipeg.

Clergymen of all denominations should be barred from talking on the radio, declares Rev. W. E. MacDonald of New Toronto. He deplored the practice of one church attacking another.

WE ARE HAPPY TO INFORM OUR FRIENDS IN RADIO THAT

EARL G. THOMAS

HAS BECOME ASSOCIATED WITH US AS GENERAL MANAGER

HENRY SOUVAINE
Incorporated
30 ROCKEFELLER PLAZA
NEW YORK CITY

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 22 NEW YORK, N. Y., TUESDAY, FEBRUARY 1, 1938 FIVE CENTS

Chi. to Resume Recording

AFA WARNS MEMBERS ON NON-UNION BANDS

American Federation of Actors is following up the recent letter from the American Federation of Musicians to all traveling bands carrying vocalists and other entertainers, reminding them that Jos. N. Weber's letter was for the purpose of warning against playing with non-union members. Singers, dancers, emcees, et al are included. A membership application in the AFA is being enclosed with each letter and the initi-

(Continued on Page 3)

Thomas With Souvaine In Further Expansion

Henry Souvaine Inc., radio program firm, takes its latest expansion step with the appointment of Earl G. Thomas as general manager in charge of sales. Increased volume of business necessitated the new per-

(Continued on Page 3)

Lum and Abner Wind Up Horlick's Sponsorship

West Coast Bureau, RADIO DAILY

Los Angeles—Chester Lauck and Norris Goff (Lum and Abner) wind up five years of continuous broadcasting for Horlick's on Feb. 26. Team has been out here for the past

(Continued on Page 2)

Chesterfield Adds 4

Liggett & Myers (Chesterfield cigarettes) tomorrow will add four stations (WGBI, KDAL, WHLB, WMFG) to its CBS Andre Kostelanetz's show, 9-9:30 p.m. Network now totals 99 stations. Newell-Emmett Inc. is the agency.

One-Girl Duet

East St. Louis — Suzie, WTMV's "Girl From the Hills," has gone in for singing duets with herself. Trick is accomplished by Fred Noegle, production man, recording Suzie's voice and later playing record with her live vocalizing. When Suzie hinted at asking for double wages, station management put kibosh on her plans to build herself up into a quartet.

CRITICS' FORUM

Question No. 2
How can news periods be improved?
Answer (Principal Suggestions)
(1) Less editorializing and more straight news. (2) Assign news handling to experienced newspapermen. (3) Better delivery—slower tempo and less shouting. (4) Better editing. (5) Fewer periods and less repetition.

PRINCIPAL faults with radio news periods at present include too much editorializing, which tends to partiality, and a good deal of careless handling of items due to the work being done by men who are not versed in newspaper practice. This is the consensus of opinion among the country's radio editors and critics as expressed in the first annual Forum conducted by Radio Daily.

The rather prevalent habit of shouting out news items in a tempo that distorts their value and meaning also is a major complaint. Though some editors favor dramatizing the news, a greater number oppose such handling. A few suggest more news periods, but many more claim there are too many. Airing of news every hour, for instance, requires padding, repeating, inclusion of trivial matter and extended comment, it is pointed out by those who urge fewer daily newscasts.

Straight news, with comment left to qualified commentators, is preferred by the majority. Better editing, more human interest items, some of the lighter side, less stuff about the war in China, better delivery and correct pronunciation, more local and regional news in stations' specific territories, with national and international news left to network newscasters, and greater accuracy in the case of vital stories are among other recommendations.

Some individual comments by radio editors follow:

"Let's have less hysteria and shouting, less breathless presentation of unrelated incidents, more intelligent interpretation, and now and then a bit of quiet, natural humor."—RONALD D. SCOFIELD, *Sacramento Bee.*

* * *

"Accuracy is needed. Radio news should be edited just as carefully as it is on the better newspapers. Many news commentators on the air at present lack the proper background for their jobs. If they don't understand news stories, what of the listener?" — ROBERT M. HOFFMAN, *Syracuse Herald.*

* * *

"Give more unbiased interpretations of the news, if that's possible. Lowell Thomas does it; Boake Carter does not."—MARIE COCHRAN, *Toledo News Bee.*

* * *

"Less attempt at dramatics. Let the news speak for itself."—ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript.*

* * *

"Use announcers trained in airing news. Most of the local news broadcasters are bad. They don't seem to be intelligent enough to read world news on the air."—NORMAN SIEGEL, *Cleveland Press.*

* * *

"Reduce the commercial announcements to about six words."—MRS. WM. P. BARTON, *Greenville (S. C.) Piedmont.*

* * *

"Less speed, more accuracy. With radio's vast audience, the spreading of an unverified report is not only harmful but may be dangerous."—DAVE DRYDEN, *Spokane Press.*

* * *

"More items, shorter, and more emphasis placed on the lighter side of the news."—EDGAR A. GUEST JR., *Detroit Free Press.*

* * *

"Ten-minute periods might be allotted to all stations at the beginning of every second hour to prevent the

(Continued on Page 3)

Petrillo is Sending Out Forms to Studios This Month

Chicago—James C. Petrillo, musical boss here, on return from Miami, reports that AFM licenses will be sent out to recording studios on Feb. 25. Local recording studios expected to get back into waxing business shortly thereafter. They have been quiet, musically speaking, for more than a year.

Chicago Federation of Musicians and NBC have finally negotiated a new contract providing same features contained in WGN and WBBM contracts, signed several months earlier —$110 for sustaining week of five days; $140 for commercial work.

GLASS CONTAINER ASS'N READYING NEW PROGRAM

Glass Container Ass'n on March 21 will start the "Steinie Bottle Boys" on five NB-Blue network stations (WJZ, WBZ-WBZA, KDKA, WENR-WLS), Mondays and Thursdays, 7:45-8 p.m. Program will plug the stubby glass beer bottle. U. S. Advertising Corp., Toledo, has the account.

Utilization of Musicians Discussed at Albany Meet

Albany—Discussion of the local musician situation, including plans for "turning these drains on the treasury into cash at the box-office" by plugging the bands for customer use, was one of the chief topics at the week-end meeting of Broadcast

(Continued on Page 3)

Parade of Sponsors

Missoula, Mont.—New program on KGVO is "Parade of the Sponsors," presenting news of various sponsored shows heard on the station, as well as informative material and sales arguments for prospective buyers of radio time. Program is prepared by Marion Dixon and Fred Elsethagen of the station's commercial department.

RADIO DAILY

Vol. 3. No. 22 Tues., Feb. 1, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Jan. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	142¼	140	140½	— 2
CBS A	17¾	17½	17½	— ⅛
Crosley Radio	9	9	9	— ⅛
Gen. Electric	39½	38⅜	39⅜	+ ⅜
RCA Common	6¼	6	6⅛	+ ⅛
RCA First Pfd	46¼	45½	46	+ ½
Stewart Warner	9	9	9	.....
Westinghouse	93¼	91¼	93	+ 1½
Zenith Radio	13¾	13⅛	13⅜	+ ½

NEW YORK CURB EXCHANGE

Majestic	1⅛	1⅛	1⅛	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

New Radio Service

Chicago—Transair Inc., radio news and feature service, also to function as radio consultants and making commercial transcriptions, has been organized here with William F. Arnold, business management expert, as president. Ray Launder is vice-president, and John Taylor Booz, attorney, is secretary. Headquarters have been established at 105 West Adams St. Launder was one-time advertising manager of Broadcast Advertising Magazine.

Aileen Stanley for ETs

Aileen Stanley has been set by Ben Lipset for Chevrolet recordings, to be made Feb. 7.

FCC ACTIVITIES

EXAMINERS' RECOMMENDATIONS

WIBG, Glenside, Pa. CP to increase power to 5 KW. and change hours of operation to limited, be denied. 970 kc.

Platt & Platt, Inc., Poughkeepsie, N. Y. CP for new station. 100 kc., 1 KW., limited, be granted.

WQXR
BETTER BROADCASTS for BETTER BUYERS
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Jan. 29, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Dipsy Doodle	(Lincoln Music Corp.)	36
Whistle While You Work	(Irving Berlin Inc.)	35
Bei Mir Bist Du Schoen	(Harms Inc.)	34
I Double Dare You	(Shapiro Bernstein Inc.)	34
You're A Sweetheart	(Robbins Music Corp.)	30
Rosalie	(Chappell and Co.)	26
Sweet Someone	(Leo Feist Inc.)	25
True Confession	(Famous Music Corp.)	24
You Took the Words Right Out of My Heart	(Paramount Music Corp.)	23
Mama, That Moon Is Here Again	(Paramount Music Corp.)	20
I See Your Face Before Me	(Crawford Music Corp.)	18
Nice Work If You Can Get It	(Chappell and Co.)	18
Once In Awhile	(Miller Music Corp.)	17
Bob White	(Remick Music Corp.)	16
I Can Dream, Can't I	(Marlo Music Corp.)	16
Sweet As A Song	(Robbins Music Corp.)	16
I Live The Life I Love	(Words and Music)	15
In the Still of the Night	(Chappell and Co.)	15
Somebody's Thinking of You Tonight	(Schuster Miller Inc.)	15

Lum and Abner Wind Up Horlick's Sponsorship

(Continued from Page 1)

year, and their show has been produced by Carl Stanton of the local Lord & Thomas office. Sponsor is dropping air advertising, temporarily at least, but another deal is on the fire for the rustic comics.

Nashville Theaters on Air

Nashville—WLAC has signed with three first-run movie houses, Loew's Vendome, Knickerbocker and Paramount, as well as Nashville's vaudeville house, Princess, for a one-hour show on Sunday afternoons.

2 New WCAU Service Series

Philadelphia—WCAU has two new public service series, the first having started Saturday at 3:15 p.m. and the second scheduled for Feb. 2 at 6:45 p.m. Saturday show is a series of nine health talks, titled "Symposium on Cancer." Second program is "The Job Finder," in cooperation with Pennsylvania State Employment Service.

Smart on WORL Publicity

Boston—Howie Smart has taken over duties of the WORL publicity department, along with sales and his daily "Open Road Navigator."

Marion Clarke is the saleslady on the newly signed C. F. Hovey commercial.

Another new feature is "Secret Heart," with Dolores Joy (Wermuth).

WPEN Drops German Shows

Philadelphia — All German programs, which amounted to six hours weekly, have been dropped by WPEN. Action follows recently publicity coincident with the discharge of George Gerhardi, director-announcer of German programs.

WAAF "Breakfast Express" 2-Hour Streamlined Show

Chicago—A two-hour daily streamlined program, "Breakfast Express," with seven accounts sharing in sponsorship, started yesterday on WAAF. Features Don Norman, emcee; Edna Earle, comedienne, and Joe, trained parrot who announces time, temperature, weather and transcriptions. Spector-Goodman is the agency.

Frigidaire Spots

Chicago—Frigidaire has had some one - minute commercial transcriptions made for dealers' use in case they choose to utilize them in home markets.

Bob Braun Resigns

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Braun, who has headed the Thomas Lee Artists Bureau for the past four years, has resigned and will announce a new agency affiliation in a few days. The Lee agency is closely affiliated with KHJ-Don Lee chain, also Tommy Lee properties.

Gordoni Radio Party Signed

Chicago—Nat Lee, new commercial manager for Lilian Gordoni Radio Productions, has signed R. B. Clothing Stores to sponsor the "Lillian Gordoni Radio Party" on WSBC, Mondays at 11-11:30 p.m. Miss Gordoni produces and emcees the show, which is in its 260th week.

Paley Donates Library

William S. Paley, president of CBS, has made a contribution of 125 books, brochures and papers to University of Michigan which will establish what is believed to be the first library in the country devoted to the history of radio and wireless, according to Waldo Abbot, director of broadcasting at the university.

COMING and GOING

LENOX R. LOHR, NBC president, and MRS. LOHR left last night for the Coast. They expect to be gone about a month.

BERT HAUSER, NBC promotion manager for owned and operated stations, is en route to KDKA, Pittsburgh, and WTAM, Cleveland, to discuss 1938 promotion plans.

O. B. HANSON, NBC vice-president in charge of engineering, is en route west, with stopovers at Cleveland, Chicago, and Denver.

HERBERT PETTEY, WHN associate director, returned to town yesterday after trip to Chicago.

FLOYD GIBBONS has gone to his Miami Beach home for the winter.

DR. M. SAYLE TAYLOR ("Voice of Experience") is vacationing at Miami Beach.

C. L. KELLIHER of WEW, St. Louis, publicity staff, to Memphis for a load of southern hospitality.

DOROTHEA LAWRENCE was in Philadelphia yesterday to arrange radio and concert dates.

CALVIN M. FRANKLIN, assistant secretary of Columbia Concerts Corp. in New York, is in Hollywood to confer with W. Arthur Rush, managing director of Columbia Management Inc. Franklin will accompany Nelson Eddy on his concert tour of 39 cities, beginning with an engagement at the Los Angeles Philharmonic Auditorium tomorrow.

HAL HACKETT of Music Corp. of America returns to New York from Chicago tomorrow after arranging the set-up for the first Kay Kyser commercial.

SONNY WERBLIN of MCA accompanied Eddy Duchin to California.

CLAIRE SHERMAN and JACK SHANNON leave for Syracuse this week-end to appear on a special WFBL salute program.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, returns to Australia tomorrow from the Coast, where she's been the past three months.

ROY WILSON, head of Wilson, Powell & Hayward, is vacationing in Miami.

MACK GOLDMAN leaves for Florida on Friday.

ROGER BOWER, production, WOR-Mutual, left New York last night for Baltimore and points south on a week's vacation.

TOMMY SLATER, announcer, WOR, returns to New York today from Chicago where he announced the "True or False?" show last night.

IGOR GORIN arrives in New York on Feb. 12 for a concert.

BOB KERR has left for Florida where he's booking Will Osborne and his orchestra for a series of dates. During his three-week stay, Kerr will make his headquarters at the Mayflower Hotel, Jacksonville.

Kyser Program Retitled

Kay Kyser Lucky Strike program starting tonight over Mutual from Chicago has again changed title, this time to "Kay Kyser's Musical Klass."

Results COUNT MOST
KGLO
Mason City, Iowa
Supplying CBS Service to Northern Iowa
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

AFA Warns Members On Non-Union Orchestras

(Continued from Page 1)

ation fees and dues are listed. Entertainers with bands who are already members of one of the affiliated unions must pay back dues and buy death benefit stamps according to the number of deaths that have taken place since May, 1936.

Union officials are about to check up on the so-called traveling bands, states the letter in part, and entertainers not in good standing in the AFA or other affiliated AFL unions will be barred from playing. Instrumentalists who do specialties and are members of the AFM need not join the AFA. Bands are also asked to submit the names of all singers, etc., carried with the organization. AFA letters are signed by Ralph Whitehead, executive secretary.

Utilization of Musicians Discussed at Albany Meet

(Continued from Page 1)

Sales Managers held here. Other points of discussion included the recommended units of sale and frequency discounts, contiguous rate for contiguous programs only, charge for special announcements on network advertisers' time, and time, hour or dollar discounts.

George R. Nelson of Leighton & Nelson advertising agency, Schenectady, delivered an address. Aaron Kellert, WOKO sales manager, was host at a luncheon.

Charles Phillips, commercial manager of WFBL, Syracuse, chairman of the eastern division group, presided at the meeting. Others present were Harry Goldman, WABY, Albany; Eugene Thomas, WOR, New York; B. R. Middleton, WFAS, White Plains; Albert Triggs, WIBX, Utica; Charles Denny, WSYR, Syracuse; William Doerr, WEBR, Buffalo; Louis Avery, WGR and WKBW, Buffalo; Cliff Taylor, WBEN; Buffalo; George Bissell, WMFF, Plattsburg; Kolin Hager and J. J. Howe, WGY, Schenectady; Leonard Hoffman, WHDL, Olean.

Gunts Heads WFBR Continuity

Baltimore — Brent Gunts, producer of the original "Varsity Club," "Let Yourself Go" and "Community News and Views" programs, has been appointed continuity director at WFBR, NBC-Red outlet. Gunts will not relinquish his current shows but will continue to lend his aid to the production and program departments of the station.

News Will Out

New Haven — The Register, only evening paper, finally acknowledged the existence of a local radio station when it printed a full-page ad on opening of the new WICC quarters. Programs of local stations are not used in either the morning or evening daily.

CRITICS' FORUM

(Continued from Page 1)

listener having a repetition."—WILLIAM REILLY, *Brooklyn Eagle.*

* * *

"More morning broadcasts. Less repetition in the evening." — MRS. MARION C. McDONALD, *Youngstown Vindicator.*

* * *

"The news bulletin periods, with news from the press agents are satisfactory. The commentators, all extremely prejudiced and all prejudiced in the same direction, need some adjustment."—ALTON COOK, *New York World-Telegram.*

* * *

"Eliminate pre-program blah. Listeners give no credit to advertisers for the news reported."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News.*

* * *

"Stress the 'name' commentators, eliminate the run-of-the-mill local announcers and encourage editorialists if they have something on the ball." — LEE ROY MANUEL, *Fort Worth Press.*

* * *

"Speak more clearly, and in better-worded, easier understood sentences." —KYLE C. MOORE, *Knoxville Journal.*

* * *

"By checking papers and not giving what already is in print."—EDITH RILEY, *Houston Post.*

* * *

"Even though independent news gathering agencies sell their news schedules to commercial advertisers they should be given more time on the air." — JOHN L. SPRINGER, *Newsdom Magazine.*

* * *

"More attention to big news and less comment on unimportant items. Too much of a smattering of no-news fillers." — MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star.*

* * *

"Make news reports more streamlined and confine newscasts to two or three programs daily—each one of 10 or 15 minutes—instead of so many short newscasts during the day and night."—H. B. HOOK, *Mason City (Ia.) Globe-Gazette.*

* * *

"Give more news and less unimportant dribble."—HAL CRAM, *Portland (Me.) Sunday Telegram.*

* * *

"By placing competent news men in charge of reports, and obtaining experienced news men to deliver broadcasts." — GUY BOWSHER, *Evansville (Ind.) Courier.*

* * *

"Less emphasis made on person putting on news, and less discussion of the news from a personal viewpoint." — KENT OWEN, *Racine Journal-Times.*

* * *

"By seeking more colorful news, and more news local to territories served."—EDWARD J. HEALY, *Knickerbocker News, Albany, N. Y.*

* * *

"More regional localization and careful subject selection to maintain interest." — NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser.*

* * *

"Confine news to news and leave the commentators to do the commenting." — DAVE LEWIS, *Long Beach Sun.*

* * *

"News periods should not be punctuated with advertising blurbs. Newscaster, I think, could exercise more selectively."—HERBERT KENNEY JR., *Indianapolis News.*

* * *

"By trimming editorial comment and presenting facts uncolored."—NED CHEW, *Oklahoma News, Oklahoma City.*

* * *

"Less sectional news; more international and national."—SEYMOUR GREENWALD, *Paterson (N. J.) Morning Call.*

* * *

"More facts and less editorializing; shorter and greater number of items." —ROBERT M. GRAY, *Memphis Commercial Appeal.*

* * *

"By going back to the old Budapest plan of having a definite time daily for each kind of news."—S. W. GRANT, *San Antonio Express.*

* * *

"Primarily by better delivery on part of newscaster."—CHARLES J. GILCHREST, *Chicago Daily News.*

* * *

"By restricting the privilege of commenting to that handful of newsmen so qualified." — RICHARD PHEATT, *Toledo Blade.*

* * *

"Accuracy. By not over-playing or exaggerating. By moderate dramatization. By brevity." — W. J. McGURTY, *Utica Observer-Dispatch.*

* * *

"There is too much repetition of news. Too much about war in China and European events. Local news is more interesting." — ALBERT EDWIN SONN, *Newark Sunday Call.*

* * *

"By employing that rare combination of well-grounded newsman and one with radio ability. News on majority of stations inexpertly handled and with poor local coverage."—PAUL KENNEDY, *Cincinnati Post.*

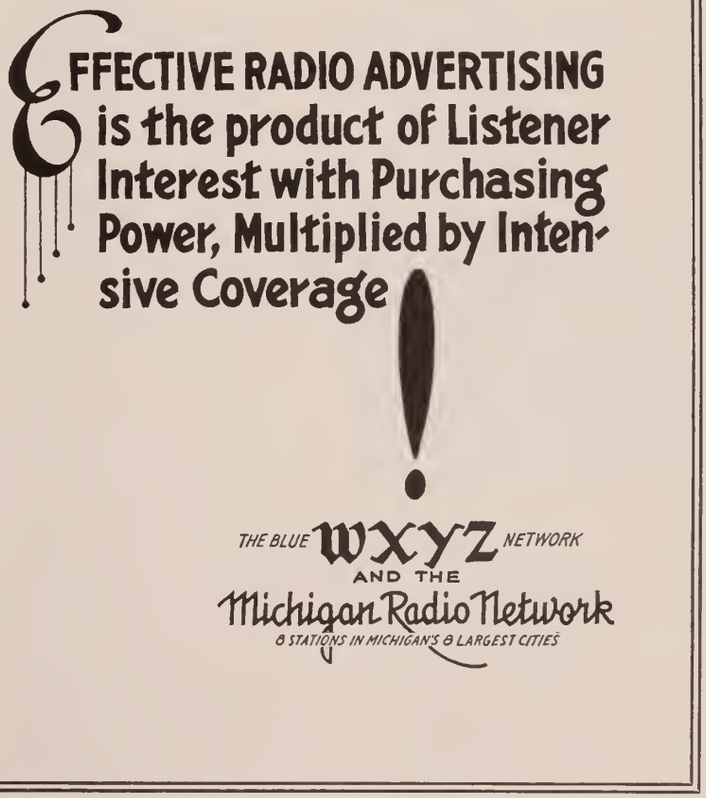
Further remarks by radio editors will appear in tomorrow's issue.

Thomas With Souvaine In Further Expansion

(Continued from Page 1)

sonnel addition, enabling Mr. Souvaine to devote full time to direction and production of programs.

Shows already being handled by the firm include General Motors Concerts, Pontiac "Varsity Show," "Bicycle Party," "Fashion Show of the Air," Ben Bernie series and others.



AGENCIES

ELEANOR LARSEN has been appointed to serve as acting director of radio for Geyer, Cornell & Newell Inc. Agency currently has the CBS Prof. Quiz show for Nash and some spot business on the air for its clients. Radio director post has been vacant since Gordon Cooke resigned last November to join the H. W. Kastor agency in Chicago.

EDWARD LASKER, Lord & Thomas executive from Chicago, is in Hollywood for conferences with Tom MacAvity, producer of the Lucky Strike "Your Hollywood Parade" for the local L&T office.

WINSLOW LEIGHTON of Leighton & Nelson, Schenectady, and Mrs. Leighton, have returned from a three-week cruise to Bermuda. The Leightons stayed over in New York for the week-end.

WIP Seeks NAPA License For Playing of Records

Philadelphia—WIP is negotiating with National Ass'n of Performing Artists for a license to play phonograph records. Decision to acquire an NAPA license is reported as being due to pressure from advertisers who have been switched to transcriptions. Contract under way is said to call for six hours weekly, the NAPA minimum time, which will cost about $500 a year. Station has refrained from using records since the recent decision in the high court of the state and the subsequent demand for license fees.

WDAS and WPEN signed some time ago. The network outlets do not use recordings unless ETs, and WHAT and WTEL remain unsigned.

WCKY in New Zealand

Cincinnati—WCKY has received a letter from J. W. P. Bulger, a DX fan of 59 Galloway St., Dunedin, New Zealand, stating that he hears the station clearly down his way.

New Don Dunphy Series

Don Dunphy will start a sport series over WINS today, 6:30-6:45 p.m. Program will be heard Monday through Friday.

DAILY SCOOPS

Suggested Listening Tonight!

• • • HOWARD PHILLIPS

WABC, 10:30 P.M., E.S.T.

doing

"GOOD NIGHT, SWEET DREAMS, GOOD NIGHT"

SHAPIRO BERNSTEIN, INC.
Music Publishers . . . RKO Bldg., N. Y. C.
Jonie Taps, General Manager



• • • Frank Parker replaces Frank Munn on the Bayer show for three weeks while the latter recuperates....Schaefer Beer program will be revamped within three weeks, leaving Leo Reisman's crew with new talent....Bob Trout is laid up with a bad case of laryngitis....Lou Holtz-Brewers Ass'n show is off for the time being....Vocalist Beatrice Wain and CBSlinger Andre Baruch will be married May 29....Dewey Bergman, arranger for Doris Rhodes, Barry Wood, etc., opens at the Book-Cadillac in Detroit within four weeks....Tommy Dorsey, who opens the Penn Roof this summer, will do his Kool-Raleigh show from Louisville on the 16th and from Cincy on the 23rd.

• • • *B. Charles-Dean of the B. Charles-Dean Co., who recently created something of a furore with his teaser-ad campaign to introduce his new radio series, "The Dream World," which he calls a series of "twilight dramas" and "new and provocative," is a combination of artist and business man. He has a vast background that runs from acting on the stage in the Antipodes, appearing in films and theaters in England, radio writing, acting and production, selling almost everything from French and Italian oils to timber and hardware, authoring many published songs, studying and preparing himself for television, serving as manufacturers' representative and importer, and whatnot. All of which gave Charles-Dean the showmanship and merchandising qualifications that he displayed in the aforementioned "Dream World" stunt.....After doing many other things, Charles-Dean now plans to concentrate on radio. And for the moment, he is busy dickering with interested parties on his "Dream World" series.*

• • • Jack Pearl returns to the airlanes March 15 from Hollywood under the sponsorship of a baking co.....Sealtest show is now slated to return to the variety make-up in March...."Beetle" will shortly invade the MGM show....Spencer Tracy and Joan Crawford will appear on Radio Theater next week—a concession from Metro....Edith Dick will be given a few CBSpots....Robert Benchley will do a turn for Kate Smith....Milton Pickman will remain in the coast MCA office permanently....Maureen O'Connor returns to the Eddie Cantor show after illness....CBS is planning a half-hour Sunday show for Richard Maxwell....Bob Crosby will be feted at Leon & Eddie's Sunday.

• • • *Robert E. Lee is becoming more and more popular as a name. RADIO DAILY carried a story about an announcer of that name recently and NBC issued a story about a Madeline Lee, daughter of Robert E. Lee, who is appearing on a current network show. Cleveland's WHK-WCLE's Robert E. Lee denies knowledge of the other two Lees, and denies that he assumed the monicker.... Manager Dale L. Taylor of WESG, Elmira, N. Y., has "W-850" for his 1938 license plates—the "W" for the first letter in the station's call letters and the numerals denoting WESG's frequency. The station's sports announcer, Bill Pope, is tagged "W 7-11" formerly assigned to Jimmy Wallington when he was east....Other staff members have followed suit with a consecutive run of "W" numerals.*

Another KDKA Show on Net

Pittsburgh — A third KDKA program goes NBC network Friday at 6-6:30 p.m. when a musical show directed by Maurice Spitalny, with Billy Sherman as vocalist, steps out.

Mosley at Kingsport Studio

Bristol, Tenn.—Ralph Mosley, prominent business executive of Kingsport, has been made manager of WOPI's studios there, replacing Ray Adkins.

GUEST-ING

EUGENE LYONS, author, on "Book of the Month Club Concert," today (WQXR, 10 p.m.). HENDRIK WILLEM VAN LOON, tomorrow night.

HAROLD J. ROME, songwriter, guest of Doris Smith on "Encores and Epitaphs," postponed to Feb. 4 (WNEW, 4:30 p.m.).

MARTIN W. LITTLETON, on Brooklyn Bar Ass'n program, Feb. 7 (WNYC, 3:15 p.m.).

OUR GANG COMEDY KIDS, GUS EDWARDS and JOHNNY DOWNS on "30 Minutes in Hollywood," Feb. 6 (MBS, 6 p.m.).

15 KFI-KECA Musicians

West Coast Bureau, RADIO DAILY

Los Angeles—The Earle C. Anthony twin stations, KFI-KECA, are signing 15 staff musicians under the new agreement effective between broadcasters and the union, but evidently plan to get their money's worth, since auditions are being held and berths given to men who can qualify as soloists and double in vocal numbers as well as on instruments. Group will be billed as KFI's "Chorestra," and will be under the direction of Earl Towner, arranger-conductor formerly connected with KFRC and CBS in San Francisco.

THE ***BEST*** ELECTRICAL TRANSCRIPTION IS THE ***CHEAPEST!***

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on ½ ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

★

JEAN V. GROMBACH, INC.
113 West 57th St. New York

Established 1930

Phone Circle 7-6980

Los Angeles

PRESIDENT ROOSEVELT got the first disc pressed of the recording made by Bing Crosby, Eddie Cantor, Connie Boswell, Paul Whiteman and pianist Ignatz Hillsberg to be sold for the benefit of the campaign against infantile paralysis. All of the contributing artists autographed the wax.

KMPC inaugurates a new service to Los Angeles club women with its "Social Secretary of the Air," a daily report of club meetings and activities at 10:30 a.m. Mondays through Fridays. Beverly Bennett conducts the program.

Jeanette MacDonald will be the guest of Dale Armstrong, Times radio editor, on his new KFI program, "Radiolo," tonight at 10:15.

KFWB has a new week-day program, "Dr. Friendly," sponsored by Kruschen Salts. Harry Maizlish brought the contract back from his recent Eastern trip, and the new show will be heard over the entire California Radio System Mondays through Fridays at 2:45-3 p.m.

Joe Reichman, currently playing an engagement at the Mark Hopkins in San Francisco, won the valuable stop watch offered by Fox West Coast Theaters in a contest for the best arrangement of the number "Sweet Someone" from the 20th Century-Fox picture "Love and Hisses." Joe was presented with a watch only a few weeks ago when he completed his Cocoanut Grove engagement here.

Reg Douglass Dead

Wingham, Ont.—Reg Douglass, 31, for ten years chief announcer of CKNX, died Friday in Wingham General Hospital after falling the length of an elevator shaft in a Wingham factory building. He is survived by his wife, and by his parents in Edinburgh.

Complete Fox Disks

WOR has just completed the third set of transcriptions for Schillin Advertising Corp., made for the I. J. Fox account. Spot announcements based on outstanding historical events were used, with Louis Tappe producing. Sid Walton was the announcer.

BIRTHDAYS

Greetings from Radio Daily

February 1
Vilma Ebsen
Frank Engle
Clark Gable
Betty Lawford
James P. Johnson
F. A. Mills

ORCHESTRAS-MUSIC

PAUL WHITEMAN is the author of an article on the birth and probable death of the "Big Apple" in the March issue of College Humor.

Jan Garber moves into Topsy's nitery in Hollywood following the current engagement of Red Nichols.

It's Chick Webb and His Savoy Swing Orchestra, with songstress Ella Fitzgerald, who will play for the Yale Prom in New Haven, March 12.

Zinn Arthur is offering a $25 prize for the best title for his new song, tentatively labelled "King Arthur." Irving Berlin will publish it.

Larry Clinton's orchestra, for the past few months strictly a recording and broadcasting combine, will soon begin a series of personal appearances. He is booked for a Princeton affair later this month and may eventually wind up at a New York hotel.

An original number called "Crosby Catfight," actually a jam session, has been orchestrated by Bob Crosby, now playing his Dixieland Swing at the Hotel Pennsylvania. The selection takes 15 minutes and will be played on one of his sustaining hours in the near future.

Buddy Rogers' swing band, now holding forth at the Hotel Sherman in Chicago, will come into New York late in March or early in April for a midtown hotel engagement.

Tommy Dorsey, who this week begins a tour of the East and Midwest, during which he will play at a number of leading universities and in vaudeville houses, returns to New York early in March for a date at the Paramount Theater.

Broadcast Engineers Set Columbus Confab

Columbus—Plans have been completed for the Conference of Broadcast Engineers to be held Feb. 7-18 at Ohio State University. Engineers from many stations throughout the country will attend.

SAN FRANCISCO

R. V. (Doc) Howard, KSFO chief engineer, has the new control room and announcer's studio in the Russ Bldg. studios all ready.

Watson Humphreys takes over production of "Dogs and Gold," KSFO Sunday drama commercial, while Allen Shepherd will announce "My Secret Ambition," Durkee Foods show moved here from Hollywood.

Vicki Vola has won a role in Hal Burdick's "Dr. Kate" serial for Sperry Flour on NBC. Cornelia Burdick, Montgomery Mohn, Helen Kleeb, Charles MacAlister, Earl Lee and Kenneth Garcia also in it.

KSFO has wired the Gold Room of the Palace Hotel for audience shows. It seats 600.

Natalie Park (Martha Murgatroyd of "Bughouse Rhythm") on NBC-Red, also is winning laurels during the Wayfarers' three-week Shakespeare festival here.

Lee Morse Returning

Lee Morse, former stage and recording star, has been set for a "comeback" on Broadway within the next few weeks. She's been playing club dates in the west and making ET's the past couple of years. She's already set for guestar shots in N. Y. via the major webs.

Herrmann Signed by CBS

Bernard Herrmann has been signed by Columbia Artists Inc. as staff conductor and musical advisor. He is now in charge of music for the "School of the Air" and Columbia Workshop.

Flamm Offers Time For Interrupted Talk

Donald Flamm, owner of WMCA, yesterday offered the facilities of the outlet to Representative Hamilton Fish so that the congressman could repeat his speech delivered Sunday night at Carnegie Hall, but which was interrupted over the air due to a disturbance in the audience. WMCA, due to a bedlam in the hall, had to cut off the speech. Flamm stated that the line was cut at the request of the Non-Sectarian anti-Nazi League which asked for the facilities in the first place. Fish was denouncing all totalitarian states when persons in the audience began to hiss and worse.

Don Lee's 75-Piece Ork In Weekly Mutual Series

Don Lee network will feed the Mutual web a weekly half-hour of dance music by a 75-piece orchestra beginning Feb. 10 at 10-10:30 p.m. Program, "Hollywood Serenade," will originate at KHJ under direction of Elias Breeskin, former Pittsburgh Symphony orchestra conductor. Guest stars will also be used and the entire production will be supervised by Lewis Allen Weiss, general manager of Don Lee network.

Chorus Quest From WBIG

Next Saturday's broadcast of the "Columbia Chorus Quest" over CBS at 6 p.m. will come from WBIG, Greensboro, N. C. Program will include the Sedalia Singers of Palmer Memorial Institute, composer-director Noah F. Ryder of that group, and Dr. Robert Nathaniel Dett, head of Dept. of Music of Bennett College in Greensboro and a member of the Columbia Composers Commission.

Biddick as KVOA Rep

Tucson, Ariz.—Walter Biddick Co. has been appointed Pacific Coast rep for KVOA.

Chicago

NILES TRAMMELL and wife departed for forthnight's vacation in Bahamas.

Sid Strotz, program manager of NBC, back from visit to affiliate station in St. Paul.

A. J. Kendrick, vice-president of World Broadcasting System, has returned from a swing to Des Moines, Kansas City, Omaha, St. Louis, Topeka and Evansville.

Jack Ryan, press agent, is back from a business trip to New York. He is expecting to become a papa any day now.

Arthur J. Kemp of Radio Sales Inc. visiting associates at WBBM-CBS.

Bill Ray, press chief at NBC, is taking over temporarily on his news desk while Dan Thompson helps on writing end. Department has been one man short ever since NBC personnel cut last fall. Meanwhile local office has added group of new commercials making more work than usual.

Hoosier Hot Shots of Uncle Ezra and Barn Dance shows are starting a personal appearance tour at Lansing Feb. 3.

Jack Fulton back from New York shopping trip.

WTAQ-WHBY, Green Bay

Bert Mulroy, program director, is recuperating after a tonsil divorce.

Wisconsin State Federation of Labor starts a weekly series this week on WTAQ.

Jack Martin's "Blue Monday Frolics" is a new 45-minute variety show.

Helen Merchant Engaged

Helen Merchant of "WINS Musical Clock" is engaged to Ray Billingham of The Buchanan Co.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

who can translate the "personality" of each of John Blair's radio stations in terms of pulling power for the product. That's why time buyers and account executives ASK A JOHN BLAIR MAN.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

PROGRAM REVIEWS

RUSH HUGHES

Borden's
WEAF—NBC-Red, Mon. through Fri., 4:30-4:45 p.m.
Young & Rubicam

FAST "NEWSREEL" TYPE SHOW WITH COMMERCIALS IN ALTERNATE SPOTS.

Rush Hughes, who isn't far behind Floyd Gibbons in fast-talking, does a "Hughes-reel" in this new series. Items of current human interest are alternated with food hints, all done in lively topical style calculated to hold interest. Such items as birth of the new girl heir in Holland, Canadian-U. S. amity and other bits were included in his first broadcast, using an effective technique wherein "Picture!" is announced at the start of each new item.

Program is coming from San Francisco for next 13 weeks.

"Busy Line 4142"

The premiere performance of WHN's new dramatic serial, "Busy Line 4142," Sunday at 5:30-6 p.m., lived up to advance ballyhoo and definitely shapes up as one of the better dramatic shows aired on the 1010 dial. Although the idea is not an original one, Irving Reis having made good use of it on his Columbia Workshops, it is still fresh enough to attract plenty of attention. Technique is to confine all action to a central setting, and in this instance it took place in a telephone booth, with story told through the medium of different phone calls.

First airing was rather smooth, but a few actors, in an earnest effort to fill the bill, overacted and almost ruined some of the best scenes. "The White Slaver," and the girl speaking to her fiance, were extreme in their overdoing. The has-been movie star, and the revenging brother were the bright spots in the cast. Writer of the program could do a better job on the lines, but does an excellent job in building his stories.

With a few more shots under its belt, program should be one of the highspots on the Sunday broadcast fare.

Michael Wardell writes and produces the series. Initial cast had a number of leading Broadway actors, including Hiram Sherman, Lawrence Paquin, Franklin Davis, Laura Windsor, Charles Powers, Ann Thomas, and others.

"Second Overture"

Maxwell Anderson's second play written especially for radio, "Second Overture," heard Saturday at 9:30-10 p.m. over NBC-Red Network, was another excellent piece of writing, albeit a bit to the class taste. Subject of the play was the Russian revolt of 1918, with scene near Moscow where a group of the condemned awaited their fate. There wasn't much action, but rather a good deal of social and religious declamation, pleading for sanity and general bemoaning. Large cast also proved a bit of handicap from the listener end. The script undoubtedly read a lot better than it sounded over the air, and on the whole this is the sort of thing that deserves encouragement.

James Church directed the production, with cast including such first-rate thespians as Earl Larrimore, George Gaul, Burford Hampden, Charles Webster, Eduard Trevor, John Brewster, Stanley Waxman, Neil O'Malley, Edward Jerome, Helen Walpole, Adele Harrison and others.

Bamberger Symphony

When speaking of the better class musical presentations, the Bamberger Symphony Orchestra, heard Fridays at 9:30-10 p.m. over WOR-Mutual, must be included. Last week's program, with Paulina Ruvinska, pianist, and Laird Waller conducting, was a typical instance of how good music can be made palatable to a wide audience.

Sammy Kaye

The "swing and sway" program dispensed by Sammy Kaye over WOR-Mutual from the Hotel Statler in Cleveland on Saturdays at 5-6 p.m. is unusual not only because it's a whole hour of dance music, but also because it's an hour that never gets tiresome or irritating. Kaye dispenses a smooth-flowing brand of rhythm that entertains and soothes at the same time. It's restful for folks who want to listen and relax, while at the same time it satisfies the dancing element. Vocals are judiciously interpolated, all of them being of pleasing quality.

Schmeling-Foord Fight

One of the remarkable things about the Schmeling-Foord boxing match shortwaved from Hamburg, Germany, on Sunday noon and heard in this country exclusively over Mutual was the performance of the British commentator, Eduard Roderick Dietze, who not only carried on throughout the entire main bout, both during and between rounds, but also handled the preliminary bout. He showed unusual resourcefulness in talking incessantly, always interestingly, and in language that neatly combined the erudite and the popular. He got over the color and action of the fight very nicely, while his sidelights were well-chosen. Reception of the broadcast was excellent.

"Bright Lights of 1938"

There is a good bit of talent in this new WHN review, Sunday at 5-5:30 p.m., but the setup needs better comedy material—not puns—and whipping into effective shape. Herman Timberg Jr. emcees the show and he sounds like the makings of another Milton Berle. Popikoff, the "temperamental Russian," who is always funny, and some good vocalizing by Michael Loring and Buddy Manners, also Sally Hughes and musical background by Don Albert's orchestra, complete the cast.

"Milkmen's Matinee"

Far and away one of the best shows of its type on the air, Stan Shaw's "Milkmen's Matinee" on WNEW seems to be growing in dialing importance with each additional performance. With a listening audience mustered from the ranks of the city's employes who serve on the Lobster trick, program is entirely recorded and is heard at 2-7 a.m. daily except Sunday. Shaw, to this reviewer, is tops as ad lib emcee, and manages to make even his commercials sound interesting. Proof of his versatility lies in the fact that nightly he receives 300 to 400 wires requesting dance numbers and bearing personal messages to Shaw. Program is loaded at present with 27 sponsors, and there is a waiting list.

Did you know that many of our students after completing courses in The School of Radio Technique have been accepted on commercial broadcasts?
GEORGE MARSHALL OURANTE, DIR.
R. K. O. Bldg. Radio City, New York

NEW PROGRAMS—IDEAS

WCOA's "Meet the Artists"

WCOA, the CBS outlet in Pensacola, Florida, is inviting its listeners to meet the station's staff artists and announcers in person. A series of weekly programs called "Meet the Artist Studio Parties" is broadcast each Saturday at 4:30-5 p.m.

Listeners are invited to visit the studios in the San Carlos Hotel during this program and witness their favorite artists perform. They have the opportunity of talking with the artists and discussing their programs.

The station feels a closer relationship will develop between performers and listeners, and will place the broadcasts on a more personal basis. Different artists are featured on each broadcast. Those heard on the first program were: "The Lonesome Singer," Jeannette Ferraro, Anita Walder, Rose June McGinnis, and "The Ramblers."

Ross Gerald serves as master-of-ceremonies of "Meet the Artist Studio Parties."

Popular Radio Forum

On the premise that most types of radio forum are too "deep" or "dry" for the general public, WJW in Akron is opening a series of programs, using the forum style of presentation, but offering material which should appeal more generally. Prepared and presented by the Adult Education division of Central High School, program will concern generally unknown facts or incidents about famous people; 15 minutes weekly.

PROMOTION

Furniture Store Idea

Grant Sandison, WTMJ (Milwaukee) salesman, found a way for a furniture store to effectively merchandise its housewives' reception hall which resulted in two quarter-hour programs a week.

For some time the American Furniture Store has thrown its reception hall open to clubs and societies for bridge parties and social get-togethers. Sandison suggested broadcasting interview programs from the store, using these groups.

The program, "Homemaker's Studio," brings many women to the microphone to be interviewed briefly by WTMJ's Bill Evans. The questions dealing with everyday problems in semi-humorous fashion, are furnished by the participants just before the broadcast. The hundred or more women who participate are given favors.

It was found that the ladies present were more prone to shop the store after hearing the "selling" on the broadcast than when they came merely to play cards.

So successful has the feature become that the sponsor contemplates increasing the schedule to five times a week.

Handwriting Series Promotion

Star Radio Programs has released its largest promotion job on any special feature, a sales brochure for "Your Writing Reveals" series. The script organization engaged Dorothy Sara, handwriting expert, in preparing the 13 scripts, 15 minutes each. Only one man is required for production. Arrangements also have been made with Shapiro, Bernstein & Co., music publishers, for a special theme song.

Advertising Drama

Good note in newspaper advertising was recent piece in Dayton Daily News listing weekly dramatic offerings over WHIO, Dayton, O. Action photo was effective eye-catcher with an ultra-Bodoni "DRAMA" and "Listen" making up the caption. Network dramatic fare coming over the local airwaves was listed by day and hour.

Valentine Song Number Out

"Make Your 'Mum' Your Valentine," with words and music by Harold Moon and Sherley Marson, has been published by Whitney Blake Music Pub. Co. The number, specially intended for the Valentine season, was off the press in the record time of 24 hours after Moon brought the manuscript to New York from Canada. In addition to his songwriting, Moon also has produced radio shows for Canadian network schedules. He returns to his Montreal headquarters this week.

It's Going To Be Bigger And Better Than We Expected Contains 1000 Pages Covers Everything Going Everywhere The Radio Daily Annual of 1938

PITTSBURGH

KQV scooped the town Monday (Jan. 31) by carrying former Gov. Gifford Pinchot's talk at the Pennsylvania Bakers' Convention in Hotel William Penn.

Lois Miller, organist for Pittsburgh Coal on KDKA, is helping the Stanley Theater celebrate its tenth anniversary. In addition to her playing, the theater has booked Ted Weems, Tim and Irene, Duke Ellington and Judy Garland for this month.

Carl Dozer, who conducts the WCAE "Morning Express" and also announces the Carnegie Tech Symphony over Mutual on Saturday, has won the hand of Helen Jane Douthitt, former Tech student. It will be a June wedding.

KDKA will feed Maurice Spitalny's Orchestra to NBC-Blue every Friday night at 6.

Harry Hendel has booked Don Redman, Louis Armstrong and Count Basie for early airings at the Savoy Ballroom.

OKLAHOMA

Robert Donley, WKY announcer, in charge of Y.W.C.A. class in the theater.

Neal Barrett, Hearst Radio v.p., in Texas on business.

Sue Hancock, sec. to KOMA program director Waymon Ramsey, ill.

Bill Perrin and Carrol Hubbard, formerly with W. Lee O'Daniels, now on KVSO for Pruitt Produce Co.

Tests on relay portable transmitter for KVSO beginning.

WTMJ, Milwaukee

Charles Nevada, sports authority, who conducts the nightly "Last Word In Sports," has received a warm expression of appreciation from Marquette University Alumni Association for his handling of Marquette sports news.

A sponsor is flirting with Mary Agnes Donahue, rhythm singer.

Jack Martin, organist, fell on the ice while boarding a bus and severely wrenched a shoulder.

Don Chase, operator, aviator and right-hand man of Max Nohl, who hung up the world's record for deep-water diving, is papa again. It's a girl this time.

The American Singers, choral group under the tutelage of William Wengel, who founded the Fireside Quartet, now have a sustaining half-hour Monday nights.

ONE MINUTE INTERVIEW

LAWSON ZERBE

"Radio drama is made more effective with the use of smaller casts. If there is too much time spent by the listener in trying to identify all the members of a large company, there is a proportionate loss in the dramatic quality of the sketch being played. The solution lies in the 'narration bridge' being employed in getting the story told with a minimum of extras and a maximum of action."

☆ Coast-to-Coast ☆

THE 100th "Stars of Tomorrow" broadcast over KFJM, Grand Forks, N. D., was celebrated by a big party, with invitations to the first 50 youngsters to register to help in the festivities. "Uncle Bill" again was emcee, but instead of conducting the usual talent hunt he led the kiddies in a round of games, and once the affair got under way there was no lack of realistic sound effects.

Lawrence McDowell, commercial manager of KFOX, Long Beach, Cal., is overhauling his 30-foot motor cruiser in preparation for some early spring cruising to Catalina Island.

Estelle M. Sternberger, executive director of World Peaceways Inc., will speak on today's broadcast at 12:45-1 p.m. over WMCA on the subject of "Is Washington Arming for Peace?" The series has shifted from its former time, 10:45 a.m.

Elinor Sherry has been allotted a 15-minute spot Wednesdays at 12:15 p.m. on WOR-Mutual, in addition to her Friday night and Saturday afternoon broadcasts.

Shirley Sadler, Minneapolis songstress, picked by Kaye Brinker, head of the audition board at WBBM, Chicago, as a promising newcomer, is now appearing nightly with Billy Elden's orchestra on WBBM.

WIOD, Miami, is again carrying Robert Ripley's "Believe It Or Not" program.

The thrice weekly CBS morning series featuring Lyn Murray's orchestra and songstress Ruth Carhart will be heard at 11:00 a.m. in the future instead of 10:45. The program will continue to be heard Mondays, Wednesdays, and Fridays.

Charlotte Kingston of New York is inaugurating a weekly "Learn to Dance" program over WSPR, Springfield, Mass.

E. Gordon Hubbel, production director of the research project in school broadcasting at the University of Wisconsin radio station WHA, was married in Madison to Miriam G. Jackson.

WINS is starting a weekly series of disks being put out by the YMCA. First recording is an interview between the "YMCA Reporter" and Dale Carnegie. "Youth Problems" is the subject discussed in all the broadcasts.

WGH, Newport News, Va., did an interesting broadcast from Loew's State Theater, Norfolk, when "The Hollywood Hotel Revue" arrived in that city last week. The cast, masked and gowned to represent Hollywood stars, were driven to the theater and interviewed at the mike by Irving Waugh, WGH chief announcer. Later the stars of the show—Marty May, Helen Honan and Robert Barry—did a quarter-hour studio show.

William P. Sneeberger, 61, well known as "Herr Fritz," leader of the German band heard for several years over WRJN, Racine, Wis., died last week.

KGVO, Missoula, Mont.

Tom E. Atherstone, chief engineer, after attending the engineers' conference in Columbus starting Feb. 7, will visit Washington.

Manager A. J. Mosby has arranged with James N. Holm, director of radio extension department at U. of Mont., for a series desired for high school debate teams.

Lucille Davis and Ernest Reid are additions to "Dude Ranch," which goes to a full hour this week.

Sevilla Smith, Betty Schultz and Margaret Small are new vocalists.

Verne Sawyer, special events announcer and emcee, back on the job after an illness.

LOUISVILLE

Orrin W. Towner, designer and chief engineer of WHAS, recently addressed the Lions Club, explaining features of the new transmitter.

Lee Coulson, WHAS commercial manager, elected president of the Courier - Journal and Times Credit Union.

Helen Noble resigned as WGRC receptionist to accept position with local apothecary. Melba Henry, who formerly presented piano recitals over the station, is presiding at the desk.

Nate Lord, manager WAVE, is back at his desk, after a throat infection.

John Tillman, new WHAS announcer, now handling the "Street-Man" airing thrice weekly, in place of Joe Wheeler, recently resigned.

Hugh Sutton, production man, who left WHAS in recent shake-up, is considering a connection with the University of Louisville, as instructor in commercial radio.

Clifford Shaw, WAVE program man and pianist, now airing a daily series of piano numbers including some of his own compositions.

AKRON

WADC has added a studio orchestra with Johnny Martone conducting.

Bill Griffiths, WJW sports commentator, is doing a new "Sports Page of the Air" six days weekly.

Ed Marchal and Fred Bock represented WADC at the sales directors' meeting in Toledo.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. John T. Adams
Erwin, Wasey & Company
420 Lexington Avenue, N. Y. C.

Dear Mr. Adams:

"Hop on the bandwagon." This does not mean following blindly the course of the others. Since we started writing these open letters to various advertising agency executives the response has been exceptionally good. We acquired these new accounts, however, not because they were merely following suit, but because they were pleased with the sample recordings sent them.

May we submit some samples to you?

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 23 NEW YORK, N. Y., WEDNESDAY, FEBRUARY 2, 1938 FIVE CENTS

$4,297,600 CBS '37 Net

65 NATIONS REPRESENTED AT CONFERENCE IN CAIRO

Cairo (By Cable)—Representatives of nearly 65 nations are here for the International Communications Conference which will be formally opened today by King Farouk. Problem of revising regulations governing radio, telegraph and telephone communications will come up at the parley. Reallocation of wavelengths for broadcasting is one of the more difficult matters facing the conference.

Wallace White, leader of the U. S.

(*Continued on Page 3*)

Another Measure Asks Pan-American Station

Washington Bureau, RADIO DAILY

Washington — Senators McAdoo of California and Chavez of New Mexico yesterday introduced a bill asking construction and operation of a radio station designed to promote friendly relations among nations of the western hemisphere. Bill is similar to the one introduced by Congressman Celler in the House only in that it calls for an appropriation of $3,000,000 for land, construction and equipment. A Pan-American advisory council on programs also is specified.

Reg Martin, Gunnar Back, Out in Shift at Lincoln

Lincoln, Neb.—Reginald B. Martin, KFAB-KFOR station manager, and Gunnar Back, continuity chief, are off the payroll under a realignment by Don Searle, new general manager. Paul Dodd is acting manager of the Lincoln studios. A shakeup in Central States Broadcasting's Omaha studios, KOIL-KFAB, came two weeks ago.

McCarthy for Mayor

Milwaukee—So popular is Edgar Bergen's Charlie McCarthy that citizens of South Milwaukee have nominated him for mayor there. Nomination paper, signed by enough persons, duly filed with city clerk. Harry Eldred, publicity director of WTMJ, through which Charlie contacts his constituents, is campaign manager.

CRITICS' FORUM

MORE ABOUT NEWSCASTS

ADDITIONAL comments and suggestions from the nation's radio editors on the question of improving news periods, the second topic in RADIO DAILY's first annual Forum, are given herewith:

"Both radio and newspapers have learned that there is room for both mediums, although the radio sphere is identical with that of the press. News broadcasts should be credited to the local press by each station and a cooperative agreement reached."—C. FULTON FIELD, *Long Beach (Cal.) Press Telegram.*

* * *

"By an unbiased view of both sides of the topic. Many commentators reveal a reactionary view and are quick to 'color' the news which decidedly favors the business interests of sponsor."—SID SHALIT, *New York Daily News.*

* * *

"More often, shorter periods in breezier, snappier style and interpretative."—TURNER JORDAN, *Birmingham News.*

* * *

"More like Lowell Thomas."—WILSON BROWN, *Radio Guide.*

* * *

"As to spot news, by repetition of the headline-highlights at the program conclusion for late tuners."—JACK SHAFER, *Newark Ledger, Long Island Press and Staten Island Advance.*

* * *

"By adding a little humor in news stories."—ARTHUR C. PAMERLEAU, *Flint Journal.*

* * *

"Dramatize the news. Give it better interpretation."—HARRY W. MOODY, *Springfield, Illinois State Journal.*

* * *

"Keep them strictly sustaining and eliminate commercials in the middle of a news broadcast, camouflaged as a news item."—FREDERIC THOMS, *Bridgeport Times-Star.*

* * *

"By being more selective in the news presented."—HARRY LA FERTE, *Tulsa World.*

* * *

"By having several voices that SOUND different on the same news program."—NICK KENNY, *New York Daily Mirror.*

* * *

"By abandoning the policy of too many news periods, such as one each hour, which takes the edge off the news."—JOHN CAMERON SWAYZE, *Kansas City Journal-Post.*

* * *

"By eliminating distortions planned to conform to the commentator's prejudices."—ALICE ZINGG, *Bay City Times.*

* * *

"More news of general interest. Less interpretation of minor events."—HAZEL A. ANDERSON, *Lynn (Mass.) Daily Evening Item.*

* * *

"Sock one story hard, as Boake Carter does, instead of sketching entire page 1 of newspaper."—RALPH SANDERS, *Chattanooga Free Press.*

* * *

"By bringing to the microphone for a 30-second or even one minute interview persons directly in the news of the day—during daily periods."—WILL BALTIN, *New Brunswick (N. J.) Daily Home News.*

* * *

"By being a little more explicit and detailed. Less uninteresting material and not so much reference to commercialism."—INA WICKHAM, *Davenport Democrat and Leader.*

* * *

"By a little better editing. Have boys with background handle the news, especially on smaller stations."—MARY LITTLE, *Des Moines Register and Tribune.*

* * *

"By better editing; by writing for the eye not the ear; less declamatory delivery."—DALE ARMSTRONG, *Los Angeles Times.*

* * *

"Radio news commentators dramatize small incidents too much. Most news broadcasts are short, and, therefore, must be used to cover the news as completely as possible in

(*Continued on Page 3*)

$2.52 a Share Reported for Last Year Against $2.20 in 1936

CBS net earnings for last year, subject to audit by certified public accountant, were $4,297,600, equal to $2.52 a share, compared with net earnings of $3,755,000 or $2.20 a share, in 1936.

Share earnings for both years are computed on the basis of 1,707,950 shares of $2.50 stock presently outstanding or to be outstanding upon completion of exchange of the old $5 stock.

NETWORKS FAVOR AFRA IN UNION NEGOTIATIONS

Rapid strides by the American Federation of Radio Artistes in its negotiations with networks and advertising agencies indicate that the networks at least are favorably inclined toward the AFRA, an AFL affiliate, as compared to unaffiliated or the CIO groups. NBC announcing staff in this city is 100 per cent AFRA with exception of one announcer. Yesterday two NBC managed outlets,

(*Continued on Page 3*)

Eddie Cantor Reported Slated for Camel Show

West Coast Bureau, RADIO DAILY

Los Angeles—That Eddie Cantor will end his Texaco association when present contract option expires in March, and that he has a deal on the fire for a one-hour show for Camel cigarets, is the report current here, though denied by William Esty

(*Continued on Page 3*)

Direct Medium

Remington-Rand sponsoring the "Early Bird" show handled by Charlie McCarthy (real name) received a call from WHN early one morning. A listener needed a typewriter in a hurry. She 'phoned WHN. WHN 'phoned Remington-Rand. Remington-Rand 'phoned the nearest agent.

Result: One typewriter sold!

RADIO DAILY

Vol. 3, No. 23 Wed., Feb. 2, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, Feb. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	140¼	139⅝	139¾	— ½
CBS A	18½	17¾	18½	+ 1
Crosley Radio	9	9	9	....
Gen. Electric	40⅛	39½	39¾	+ ⅜
RCA Common	6¼	6⅛	6⅛	....
RCA First Pfd	47¾	46½	47⅛	+ 1⅛
Stewart Warner	9⅝	9¼	9¼	+ ¼
Westinghouse	95¼	93½	93¾	+ ¾
Zenith Radio	14⅛	13¾	13¾	+ ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

New Broadcast Service Will Cater to Bakeries

Bakers Broadcasting Service, created to service bakeries in their broadcasting and advertising problems, has set up headquarters at 113 West 42nd St., with a branch office at 140 Boylston St., Boston.

Firm will specialize in both ETs and live programs. Plans are now under way to record about a dozen series, according to Robert W. Graham, executive of the company.

FCC ACTIVITIES

APPLICATIONS RECEIVED

WIRE, Indianapolis. Mod. of license to change power to 5 KW. unlimited.

KGW, Portland, Ore. Special experimental authorization to operate a facsimile station on 620 kc., 1 KW.

EXAMINER'S RECOMMENDATION

WFBR, Baltimore. CP to increase power to 1 KW., 5 KW. LS. be granted. 1270 kc., unlimited.



Bank Plugs Radio Series In Newspaper Campaign

The Morris Plan Bank of Rhode Island, which will sponsor "Ports of Call," an Atlas Radio Production, via WJAR each Wednesday at 7:30 p.m., starting Feb. 9, has enlisted the cooperation of the State Department of Education, Cunard Line and the Hamburg-American line in exploiting the show. In addition, Morris Plan is planning a statewide advertising campaign, using every newspaper in Rhode Island to launch the series of 52 episodes. Handled by Criterion Radio Productions Inc., distributors of Atlas Radio Productions in New England, the bank is blanketing the state with heralds, window cards, blotters, gummed labels, etc.

Radio Columns Draw High Reader Average

Newspaper radio program listings and radio columns have the highest percentage of readers than any other sections in Sunday newspapers, while in daily editions the radio page is out-read by only the comics and the movie department, according to the latest survey of daily newspaper reading habits conducted by Dr. George Gallup, Young & Rubicam. Interest in radio departments has been steadily increasing, it is pointed out.

Rep. Fish to Repeat Talk

Representative Hamilton Fish, whose WMCA broadcast was suddenly interrupted by a demonstration of Communists at the Carnegie Hall anti-Nazi rally last Sunday, will repeat his talk over the station on Friday, 8:15-8:30 p.m.

WBAL 2-Hr. Morning Show

Baltimore—"Round the Breakfast Table," a new morning program, began this week over WBAL. In addition to news, weather reports, time signals, anecdotes and transcribed music, show includes a number of surprise innovations. Gerry Lee Pecht conducts the two-hour program.

Slocum as Gen. Mills Contact

William Slocum, ex-New York American sport writer, is out on the road acting as contact on baseball for General Mills. Slocum has been a sport writer all his life and has numerous contacts among league executives.

7:25 A.M. Movie Gossip

Earliest movie commentator broadcast of the New York area is that of the Criterion Theater in New York, heard on WNEW at 7:25 a.m. daily for five minutes, and on Wednesday at 7:30-7:45 a.m. Started this week.

Portable Sound Library

A portable sound library, for recording, remote jobs and group shows, has been started as a new service to producers by Gilbert Braun, with headquarters at 1457 Broadway. Library is equipped to produce any sound required.

WTAM to Hold Celebration For New $300,000 Studio

Cleveland—WTAM will hold a housewarming during the week of Feb. 14-19 in celebration of the opening of its new $300,000 studios. Ceremonies will be climaxed on the last day when Mayor Harold Burtan drives a gold spike into the name plate on the entrance. Building will be known as the National Broadcasting Co. Bldg. Vernon H. Pribble, manager of the station, will be the host to numerous parties during the week.

Ultra H. F. Station On Its Own Schedule

Detroit—After two years of experimental operation, the Detroit News high frequency station, W8XWJ, is now a regular broadcaster on a new frequency of 41,000 kcs., putting on its own 14-hour daily broadcast entirely independent of WWJ. Wellington Gransow is handling the schedule. New Western Electric 500-watt transmitter replaced the former 100-watt apparatus. Operation continues under experimental license.

Carl Wesser is chief engineer, August Maekelberghe handles foreign language broadcasts, Al Allen has charge of programs and publicity.

New NBC Drama Series

"Great Plays," new series of masterpieces of theater literature, makes its debut Feb. 26 at 5-6 p.m. on NBC-Red under supervision of Blevins Davis. First offering will be "The Birds," by Aristophanes, followed by "Everyman," and other ancient and modern classics.

Irving Hyland Promoted

Irving D. Hyland, who has been functioning as New York liaison between Warner Bros. and Lord & Thomas on the Lucky Strike-Warner show, "Your Hollywood Parade," has been promoted to the post of eastern field representative for Warners. He will assume his new duties next Monday. Hyland was married last night to Janet Stein, artist, and after a brief honeymoon will step into the setup.

Home Diathermy's Live Shows

Home Diathermy programs will become live over WHN starting Monday, when one-act dramatizations replace the recordings now used. Broadcast will be titled "Design for Happiness Dramas," 2-2:15 p.m., Monday through Saturday. Clayton Haven is producing the shows. Home Diathermy also starts a 15-minute recorded program over WHN on Feb. 7 which will be heard seven times weekly.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

COMING and GOING

PAUL WHITEMAN and orchestra arrive today on the Century from the west preparatory to his first Chesterfield show in the East on Friday.

MR. and MRS. LLOYD EGNER (NBC Thesaurus) sail today for a two-week vacation in Bermuda, deferred from last summer.

HERMAN GREENBERG of the home office Ascap staff, returned yesterday from an extensive trip through the West.

O. W. FISHER, president of KOMO-KJR, Seattle, is in town.

LORETTA LEE opens at the Fox Theater in Detroit on Friday and then goes to Cleveland for a vaudeville engagement.

GEORGE NIXON of NBC development and research division in New York goes to Chicago to address the Institute of Radio Engineers on Friday. After conferring with Howard Luttgens, NBC engineer chief in Chicago, he will leave for Columbus to address the radio engineering class of Ohio State.

CLARK DENNIS, singer on the "Fibber McGee" show, comes to New York on Feb. 27 to make five Rexall transcriptions.

TOM THOMAS, NBC baritone, goes to Cleveland on Feb. 15 for a singing engagement.

JOHN F. PATT, vice-president and general manager of WGAR, Cleveland, has joined Leo Fitzpatrick in Florida. Fitzpatrick is g.m. of WGAR's sister station, WJR, Detroit.

MORRIE PIERCE, chief engineer at WGAR, leaves for Florida about the end of next week, after attending the broadcast engineers' conference in Columbus.

GEORGE HENRY PAYNE, member of FCC, left Washington yesterday for Florida on a two-week vacation.



Networks Favor AFRA In Union Negotiations

(Continued from Page 1)

KOA in Denver and KDKA in Pittsburgh, were signed 100 per cent, and with few exceptions around the country AFRA claims excellent progress, particularly with NBC outlets.

Announcer demands upon NBC were presented by AFRA on behalf of the New York staff, but it is believed that efforts will be made to make a national deal affecting all NBC owned, managed and operated stations.

Officials of AFRA are seeking to have future meetings with network officials of NBC and CBS a joint conference. Where artists or announcers are concerned, members of that profession will also sit in on the negotiations. The demands made on behalf of the NBC announcers are said to be the usual shorter day week and maximum hours plus various items already set forth by other groups such as AGRAP. CBS in this city and several other outlets are working under AGRAP contracts. It is presumed that AFRA eventually expects to acquire the AGRAP membership for itself. AGRAP now contemplates an affiliation with a parent labor organization such as CIO or AFL.

Advertising agency negotiations, including the conferences with the committee representing the American Association of Advertising Agencies, are "progressing satisfactorily," stated AFRA officials.

ST. LOUIS

A new Germania broadcast, figured to add 60,000 listeners for WEW, started this week. Norbert Feld arranging and announcing program.

France Laux will again be at the mike for KMOX, and Johnny O'Hara for KWK, when baseball broadcasts go on the air under General Mills sponsorship.

"Stop Dreaming" is a new KSD series, with Jean Carmen, singer; Russ David, pianist, and the Rhythm Escorts.

WIL's all-colored amateur air show, emceed by Claude Collins, has attracted quite a following among Negro listeners.

WELI, New Haven

Mabel Crick is a new soprano on the schedule.

Don Fiore now sings with Tune Twisters on Saturdays at 4.

Sunday talks by Congressman

Joins Radio Registry

Lucille O'Neil has been added to the staff of National Radio Registry effective immediately. Miss O'Neil will be in charge of the secretary-telephone division.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service

CRITICS' FORUM

(Continued from Page 1)

few words."—CHESTER BROUWER, *Fort Wayne Journal-Gazette.*

* * *

"Writing of news broadcasts with greater consciousness of effective phonetics; more emphasis on straight news presentation instead of interpretation by half-baked commentators." — DOROTHY MATTISON, *Worcester Telegram and Gazette.*

* * *

"Slow them down — fewer items more carefully read and given by someone who has news sense would be welcome." — E. D. KEILMANN, *Capper Publications, Topeka.*

* * *

"By having fewer of them and letting the newspapers continue to function as the news outlet for America, except in calamities or emergencies."—RADIO EDITOR, *Judge Magazine.*

* * *

"By employing more men with newspaper background, who sound as if they understand what they're reading. Too many 'just read words' with no interpretation or thought."—BOB HALL, *San Francisco Call-Bulletin.*

* * *

"Shorten governmental news bulletins, leaving elaboration to commentators; use more light 'human interest' items during regular news broadcasts." — CHRIS MATHISEN, *Washington (D. C.) Evening Star and Sunday Star.*

* * *

"Better editing; less words the announcer can't pronounce; more analysis."—BILL POTTS, *Fort Worth Star-Telegram.*

* * *

"Mainly by giving the job of news writing, editing and selection to competent newsmen (not script writers) and choosing announcers who are aware of what they are reading and not HOW they are reading it."—BRUCE NICOLL, *Lincoln (Neb.) Star.*

* * *

"News, and what's palmed off as news, is eating up more and more of the time of a medium that should be devoted to entertainment and education. News broadcasts should be few, in fixed time spots, and should not be commercialized." — GEORGE H. STEUART JR., *Baltimore Evening Star.*

* * *

"A little less attempt by commentators to impress with their voices and a little more news."—TOM O'HERN, *Davenport Daily Times.*

* * *

"With newsdramas, less long commercials and more just 'stuck-in' like Boake Carter does."—ELEANOR M. SHAW, *Minneapolis Star.*

* * *

"By giving late news not a re-hash of the morning or afternoon editions."—CLIFFORD GRASS, *Canton (O.) Repository.*

* * *

In tomorrow's issue the question "Are the number of educational and cultural programs sufficient?" will be answered.

65 Nations Represented At Conference in Cairo

(Continued from Page 1)

delegation, in a statement yesterday spoke of the importance of amateurs in experimental and development work in radio. He also praised press services by radio.

Swiss Fabric One-Shot

Swiss Fabric Group next Tuesday will sponsor a one-time shot on WJZ, 3:45-4:15 p.m. Program will come from a fashion show being held in the Rainbow Room.


JOSEF CHERNIAVSKY
"The Musical Cameraman"
Now Guest Conductor at
SHEA'S BUFFALO THEATRE
Featuring his Pet Presentation Ideas

Eddie Cantor Reported Slated for Camel Show

(Continued from Page 1)

agency. The Camel deal would have Cantor producing and responsible for entire setup, as is presently the case with Texaco, and negotiations are said to have reached the stage where a tentative budget of $16,000 has been set. It may be, however, that the Benny Goodman half-hour will be retained. Cantor opposite the Packard hour would further complicate that situation.

Last May it was announced that Cantor had signed a six-year ticket with Texaco.

Servel Sponsors "Captains"

Servel Electric Gas Refrigerators will sponsor "Captains of Industry," an Atlas Radio Production, via KRLD, the CBS station in Dallas. Program will be heard every Monday at 9:15 p.m. for 52-weeks. Deal was handled through Couchman Agency.

WHN Songwriters

A new ditty, "A Little Bit Careful," aimed at reckless drivers has been written by Allan Zee, Elektra Allison and Frank Roehrenbeck. Clarence Williams did the publishing. Zee is a WHN production man, Elektra is staff pianist, and Roehrenbeck is the station's general manager.


Ann Worth HOUSEWIFE
(Modern Dramatic Skit)

Four Thousand Eight Hundred Sixty - Six Women Say OK

CHIEF OF WXYZ SAID, "TEST THIS PROGRAM, AND DON'T PULL PUNCHES"

—WXYZ— MICHIGAN RADIO NETWORK

And what a test. Right at the height of Holiday turmoil, November 11th to December 11th, (1937), when women are *really* busy. Broadcasting time purposely moved from mornings to 1:45 to 2 P.M., Monday through Friday, and no "ballyhoo." *BUT*, we did have an attractive *free* offer to entice mail response.

When the Chief said, "don't pull punches" he meant, test the program *the hard way*, and report the findings *as is*.

The entire case history is available to any agency or sponsor desiring a really powerful commercial program.

WRITE FOR THE FACTS. ANN WORTH, HOUSEWIFE IS READY FOR SPONSORSHIP NOW.

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK
THE PAUL H. RAYMER CO., *Representative*

AGENCIES

COMPTON ADVERTISING INC. has been appointed to handle direct sales promotion and advertising for Permutit Co. (water conditioning equipment). Guy Richards is account executive.

CHARLES W. HOYT CO., as a result of a training course for juniors conducted last year, has made the following appointments: Richard. Pratt, assistant in radio department; William Morriss, research department, and H. M. Howlett, assistant in contract department. Miss Cecil Billings has joined the copy staff.

RICHARD FOLEY AGENCY, Philadelphia, will handle Krumm Macaroni account.

McKEE, ALBRIGHT & IVEY, Philadelphia, is handling Pine Bros. Inc. (proprietary remedies).

SIMMONDS & SIMMONDS INC., Chicago, has absorbed Phil W. Tobias & Associates, this 30 year old agency to operate under the S&S name with Phil W. Tobias as new president, F. M. Simmonds Jr. as vice-president and C. O. Brewer as secretary-treasurer. Jack Wendt has joined new agency as account executive and Frank Duffy and Fred Schwenn, formerly with Tobias, are joining new outfit in research and copy departments.

ROE FOWLER, formerly with Charles Daniel Frey agency, has joined the writing staff of Needham, Louis & Brorby, Chicago.

ALBERT G. DEGEN has left H. W. Kastor & Sons, Chicago, for local sales office of True Story magazine.

MAURICE ELGUTTER has joined Aubrey, Moore & Wallace Inc., Chicago. He was formerly with P. P. Willis Corp.

EVANS ASSOCIATES, Chicago, has landed the Haskelite Mfg. Corp. account, makers of plywood and other construction materials.

MYRON P. KIRK, formerly vice-president in charge of radio, Ruthrauff & Ryan Inc., has been made vice-president in charge of radio for Famous Artists Corp. and its affiliated corporations, H. E. Edington-F. W. Vincent Inc., Feldman-Blum Corp. and the Charles Kenneth Feldman Corp., Hollywood.

Appalachian Games on WOPI

Bristol, Tenn.—W. A. Wilson, g.m. of WOPI, has arranged to air the 1938 baseball games of the Appalachian League from the various cities in the circuit.

Ringson Managing WRDW

Augusta, Ga.—W. R. Ringson, formerly with Georgia Theater Service Corp., Atlanta, has been named manager of WRDW here.

WILLIAM SCOTTI
and
The Sweetheart Rhumba Quartet
(instrumentalists)
Featured by Manhattan Soap Co.
WEAF
Thurs. 9:30 A.M. and 6:35 P.M.
Fri. 9:30 A.M.
Excl. Mgt. Ben B. Lipset
607—5th Ave., N.Y.C. PLaza 3-6268



● ● ● **PERSONAL Postcards To: Ray Block: According to the press releases of the previous editions you've just written a tune called "In My Little Red Book". Did you know that Lew ("That Old Feeling") Brown wrote a tune using that title in 1933—for the then columnist, Paul Yawitz? ....Phillips H. Lord: On last week's "We, The People" a hypnotist made an air appearance. Your office again oked this story—but we went backstage before (and after) the broadcast and asked the man to make us unconscious or place us under his power. He refused!....Benny Goodman: The Paradise Cabaret is anxious to set a deal for you and that swing band at $6,000 per week—and do away with the girl show if necessary. ....Tommy Dorsey: Why won't you admit to that Universal Picture deal—when we've seen correspondence stating that your part was to be enlarged?....George W. Hill: B. A. Rolfe, who was on your "Okay America" series, has a new band together now and calls it "floating rhythm"....**

● ● ● *FCCommissioner McNinch: Here's a story we're sure you'll like....Goodwill has always been fostered by KVI, Seattle-Tacoma, by handling telephone complaints of interference through the proper channels with Amateur, Radio Service Men and Power Company organizations....Chief Engineer J. W. Wallace being either an active or honorary member in all....One morning this week a friendly listener called, wishing to get in touch with son-in-law, amateur radio operator W7BAY in Helena, Montana. The call was passed on to KVI Transmitter Engineer Lew North, W7BHE, at his home near the transmitter on Vashon Island. He went on the air, heard W7BAY in Helena on the "Breakfast Club" amateur circuit, and contacted him direct on 75 meter phone, to the delight and satisfaction of all....W7BHE, by the way, uses the distinguishing words W - 7 - "Bacon" - "Ham" and "Eggs" as identification! Sounds like a natural for any Service "Breakfast Club"!*

● ● ● **Mark Warnow: A bow from the hips and an affectionate embrace to you for finding an opening for Dave Kent with your Circle Music Co., where "Toy Trumpet" is quite the thing....Lenox Lohr: Hereafter NBC will end all educational shows with "This has been an NBC Educational Feature"....Darryl Zanuck: At Casa Manana's "informal" nite, a singer, knowing that Sidney Lanfield, one of your top-notch directors, was present, dedicated a song "for you, Chief"—when there's only one "chief"—you—and you don't want him!.....Jack ("Disappointed and Disgusted") Bregman: Hear that Judy Garland is great with Fannie Brice in "Everybody Sings"....Harry Conn: Your show has but three more shots to do. CBS is working out an hour show to take up that period opposite Don Ameche....Charlie McCarthy: The nation is rapidly falling in love with "Dopey", one of the Seven Dwarfs....David Sarnoff: Over at CBS two page boys, Sonny Diskin and Mike Campbell, were promoted—Sonny going into sales promotion and the latter into station relations—making a total of 12 page boys lifted to civvies....Roy Wilson: Colonel Jack Major now has his own phone number and asks to be called up "if anything turns up where a fellow can have fun or make money".... George D. Lottman: Correcting an error—by "reorganizing your coast office" we should have added that your staffs would be increased.**

● ● ● *Bob Trout: A great undertaking has been completed in your behalf at WNBX in the snow capped hills of Springfield, Vt..... When Lindy Lindquist, program director, met you at the railway station in bearskin coat and hat, whisking you to the studio in an old-time Vermont snow cutter, you seemed to doubt that he was partaking of true northern customs. You declined to believe differently until shown a polar bear. Here's the surprise—the recent January thaw has broken up the ice in Vermont streams. Great chunks have pyramided in the local black river. Would you believe it, polar bears came down with the ice flow?*

ORCHESTRAS MUSIC

FERDE GROFE will conduct his second annual Carnegie Hall concert on March 25. He also will appear on RCA "Magic Key" March 20. Both deals set by Consolidated Radio Artists.

Benny Goodman and Tommy Dorsey lead, with Guy Lombardo third and Horace Heidt fourth, in the third annual popularity poll conducted by Martin Block of the WNEW "Make Believe Ballroom." Nearly 200,000 votes were cast by radio listeners in this contest, which has just closed. No prizes were offered to listeners.

George Hessberger and his Bavarian orchestra have been set by CRA to open at the Alpine Village at Cleveland on Feb. 22. Engagement is for six months.

"Dormitory Girl," a new song written by a member of the Austin Hall Choir at the University of Washington, was not only broadcast for the first time but sung in public for the first time over KVI, Seattle-Tacoma, when the station gave a preview of the "Varieties," annual University musical show. Excerpts from other featured acts rounded out the preview program.

Art Kassel, missing from Chicago for three years, will open at the Bismarck Hotel Walnut Room on Feb. 9 following Eddie Varzos.

Gene Marvey, tenor formerly on the Bisodol show, is headlining with Sterling Young's ork at Boulevard Room of Stevens Hotel, Chicago.

Allan Grant, NBC pianist, is bringing out a second series of musical Candid Camera Sketches. This published series will include: "Jade," "In a Tearoom," "Lantern Parade," "Barcarolle," "Spanish Serenade," "Waltz for Two Pianos," "Lake Louise" and "A Fairy Tale."

Bernie Cummins is to follow Shep Fields in Empire Room of Palmer House starting Feb. 24. Veloz and Yolanda will be succeeding attraction and Guy Lombardo is set for spring appearance.

Hal Kemp and his ork will play at the St. Louis University prom, St. Louis, Feb. 21.


UNIVERSAL HAND SET
for transreceivers, 'phones and inter-systems, Hi output quality microphone.
Microphone Division
UNIVERSAL MICROPHONE CO. LTD.
424 WARREN LANE
INGLEWOOD, CALIF., U. S. A.

PROGRAM REVIEWS

"Way Down East"

This popular serial returned over WOR yesterday in transcribed form, sponsored by Sterling Products (Haley's M-O and Danderine), through Blackett-Sample-Hummert agency. It follows the pattern of previous episodes revolving around a group of New Englanders, principally David Bartlett and his wife, Anna. Cast is first-rate, including Carl Swenson, Agnes Moorehead, Wilmer Walter and others.

Gabriel Heatter

In this five-minute ET series, over WOR on Tuesdays, Thursdays and Saturdays at 4:55-5 p.m., for Johns-Manville Co., Gabriel Heatter delivers a compact inspirational talk with good human interest value. Stories have an uplift touch combined with topical entertainment value, with humor as well as serious matter included, so their appeal should be general. A booklet giving home improvement ideas is offered to listeners. J. Walter Thompson Co. is the agency.

Briefly

Glass Container Association's "There Was a Woman" dramatizations, Sundays at 1:30 p.m. over WJZ-NBC-Blue, continue in the top-notch class. Last Sunday's piece, revolving around Nathan Hale, had some fine acting by Carl Swenson, Betty Garde, William Johnstone, Arlene Francis and Agnes Moorehead, Fred Uttal directs the excellent scripts.

Clarence Muse, colored singer and actor, was the highlight on last Sunday's George Jessel program, "30 Minutes in Hollywood," over Mutual. He has a voice that should be heard oftener on the air.

American Institute of Food Products, of which Robert A. Bories is g.m., does a nice job for its participating sponsors in programs over WNEW ("For Ladies Only" and "Kitchen Kapers"), WMCA ("Charm School") and WAAT ("The Shopper"). Quite a number of advertisers have been riding with Bories for some 80 weeks.

German Hour on WBNX

"German Radio Club Hour," under direction of American Ass'n of Teachers of German, starts a series over WBNX on Feb. 5 at 11:30 a.m. Students who have learned their German in local colleges and high schools will participate.

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!
"Your Writing Reveals"
A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered.
HAVE YOU SEEN THE SALES BROCHURE?

NEW PROGRAMS—IDEAS

Unique Sign-Off

"You think that's a funny story? Then listen to this" . . . and Jim Peterson, KVI announcer, laughs eerily, then proceeds to sign KVI off the air at midnight on Thursday nights, giving wave - length, frequency, etc. Idea is a take-off on "Black Chapel," very popular network horror feature immediately preceding sign-off. Listeners' nerves are set on edge during the play each week by recurrence of a ghastly laugh which finally is used to introduce the stock quotation ending the "Chapel"—"You think that's a funny story . . . well, listen next week to 'The Case of the Seven Decapitated Bodies!'" etc. At this point Jim comes in, continues the same weird cackle (so realistically that few listeners can distinguish him from the "voice of the Black Chapel"), and goes into his blurb about the station's transmitter on Vashon Island "where even now Engineers North and Estes are lying in a pool of gore," and so on.

Take-off tickles listeners and relieves real tension which "Black Chapel" has created.

Music Guessing Contest

Music guessing contest for public school students as a lead for national music week, is a new presentation over WWL, New Orleans, in cooperation with the Orleans Parish County School Board and the WPA symphony orchestra. Programs will be received in auditoriums of all local public schools. No title announcements of selections will be made, and students will be asked to name them.

"Ham" Tele Equipment Developed by Du Mont

A simplified television principle, enabling amateur radio operators to build their own sets at comparatively low cost, has been developed by Allen B. Du Mont, television experimenter and electronics engineer of Upper Montclair, N. J., according to a copyrighted article by Will Baltin, theater-radio editor, in the New Brunswick, N. J., Sunday Times.

The device invented by Du Mont for "hams" is known as a "phasmajector" tube, which is attached to present radio equipment, along with a few other items, and sends out a fixed picture over the air.

No additional license is required to operate the equipment, according to the Baltin article.

Du Mont now has an application pending before the FCC for an experimental television station.

RCA also recently announced plans for encouraging amateurs in television.

Dissents on WLW Renewal

Washington Bureau, RADIO DAILY

Washington — Dissenting from the routine FCC renewal of WLW's regular 50,000-watt license this week was Commissioner George Henry Payne, who recently precipitated action for hearing on WLW's 500,000 experimental license. Payne contended that renewal of station's 50,000-watt operating license was directly tied to the entire theory of super-power stations. Best informed FCC opinion is that the WLW hearing will not be held before April.

"Helen's Home" Adds WOAI

Fort Worth—"Helen's Home," Della West Decker's dramatic serial presented from WBAP here for Hind's Honey and Almond Cream, has added WOAI, San Antonio. Other stations are KPRC, Houston, and WFAA, Dallas, all members of Texas Quality Network.

Hickock Oil Radio Firm Opening Chicago Office

Toledo—Radio Merchandisers Inc., recently formed by advertising executives of Hickock Oil Co. to handle radio productions, will have a sales office in Chicago under Ray Launder, v.p., and a Hollywood production office in Hollywood in the charge of G. Curtis Bird. Floyd Tracy is Hickock's advertising manager. Oil firm starts "Black Flame of the Amazon" over 12 Michigan and Ohio stations Feb. 14.

ET Series on Songs

Salt Lake City—Starting tomorrow, KDYL will broadcast for the Sugarhouse Lumber & Hardware Co. a series of 39 ETs titled "The Story Behind The Song," made by Transco and presenting dramatic re-enactment of circumstances that led to the composition of famous American Songs. Contract brought in by E. Drucker. Show is heard Thursday mornings 8:45-9 a.m. MST.

Handbook for Announcers

Bob Carter, WMCA chief announcer, is preparing a handbook of "Pointers for Novice Announcers." Included will be samples of announcer auditions, typical problems confronting announcers on remote assignments and the solutions, and as a warning—a listing of frequent errors in pronunciation.

"Snow White" ETs

A 15-minute transcription has been prepared by RKO on "Snow White and the Seven Dwarfs." It presents highlights and songs from the Disney feature, and was made from the original sound track of the film.

PAT BALLARD
TOP FLIGHT SCRIPTS
for TOP FLIGHT PROGRAMS
Representative
MARK HANNA

PROMOTION

"Cinderella" Contest

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil, Warwick & Legler handles the account.

Toscanini Souvenir Book

NBC is getting out a Toscanini Souvenir Booklet telling all about the NBC concert series. Book will total 100 pages and will contain pictures of the famous conductors and members of the orchestra. Book will be sold to all at cost.

GUEST-ING

ALICE REMSEN, on "Death Valley Days," Feb. 4 (NBC-Blue, 8:30 p.m.).

ANN SOTHERN, with Tyrone Power in "Trinidad Dryad," Feb. 6 (NBC-Blue, 9 p.m.).

ART GENRY and TEDDY GRACE, on Ray Block show, Feb. 3 (CBS, 3 p.m.).

TUNE TWISTERS, on Schaefer Beer program, Feb. 3 (WEAF, 7:30 p.m.).

GENEVIEVE ROWE, on "Rising Musical Stars," Feb. 6 (NBC-Red, 10 p.m.).

CHARLES HACKETT, on "Hit Parade," Feb. 5 (CBS, 10 p.m.).

FRANCES FAYE, BOBBY HACKETT'S DIXIELAND JAM BAND, BUSTER BAILEY and BOBBY SHORT, on "Swing Club," Feb. 5 (CBS, 7 p.m.).

CESAR ROMERO, on Radie Harris program, Feb. 3 (WOR-Mutual, 6:45 p.m.).

JOHN ESCHER, editor of Sports Illustrated, on Don Dunphy program, Feb. 3 (WINS, 6:30 p.m.).

JOAN CRAWFORD and SPENCER TRACY, in "Anna Christie", on "Lux Theater", Feb. 7 (CBS, 9 p.m.).

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

Los Angeles

PHIL BAKER, following the lead of Jolson, Cantor and Jack Oakie, will stage a weekly "preview" of his Sunday night CBS broadcasts each Friday night, 9:30 to 10 p.m., at the CBS Vine Street Playhouse.

"Civic News Forum" is a new program on KEHE, sponsored by Clifford E. Clinton, chairman of the Citizens' Independent Vice Investigating Committee, to take the air on Monday through Friday scheduled at 7 p.m. C.I.V.I.C. and Clinton have been in the local headlines for months past.

Arthur Gilmore, CBS announcer of Jean Hersholt's "Doctor Christian" series, received a fan letter from a little Indian girl in Washington addressed "Mr. Arthur Gilmore Speaking."

Bobby Breen is now a Boy Scout. Initiated in Cub Pack No. 44 of West Los Angeles, of which Mickey Mouse is an honorary member.

Ralph Amato and Frank Pittman, formerly in the maintenance department at NBC, have been promoted to sound effects berths, while Vava Bowers, receptionist, has been upped to a secretarial assignment in the office of Don Gilman, vice president. Bob Edwards, chief of the mailroom staff, has resigned.

Frances Parks, petite songstress, has a new program of her own on KFAC Monday and Wednesday afternoons at 2-2:15. Leslie Adams, pianist and staff announcer at the station, will furnish the accompaniments.

KMTR has a new one permitting announcers a bit of spoofing of their non-existent sponsors, the "No Tobacco Cigarette" and "Evaporated Thirst Quencher." Logged Wednesday at 2 p.m., and called "Announcer's Day Off." Also "Top of the Dial Varieties," handled by Don McNamara, bowing today at 2:35 p.m.

ALBANY

Wilbur Morrison, Socony newscaster on WOKO, visited his Plattsburg home but came back sooner than expected due to snow.

WABY nominates 10-year-old Sonny Michon, vocalist and dancer, as youngest emcee.

Heidt in Additional Spots

In addition to their present Tuesday series for Alemite, Horace Heidt's Brigadiers start a new thrice-weekly series over NBC tomorrow night at 11:30-12, on Red Network, and Fridays at 11:30-12 and Saturdays at 11:45-12:30 over Blue Network. Broadcasts will come from Bowman Room of Hotel Biltmore

Frank Cooper Joins R-O'K

Frank Cooper has resigned from the Curtis and Allen office to join Rockwell-O'Keefe in radio sales.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

HAL R. MAKELIM

HAL R. MAKELIM, new manager of WHIP, Hammond, Ind., started his professional career in 1914 in the movies. Played kid parts at Essanay, the tough kid in Bioscope's "The Making of Fred Fulton", the lead in Bioscopes two-reel comedy, "The Boob", etc., etc., until 1917. Then the Air Service in U. S. Army for duration of war.



Remember the announcer "Little Bitsy Hal"?.....

Organized food brokerage firm in middle west, enlarged to specialty manufacturer. Consistent radio advertiser for years, and one of the pioneers in using radio as an advertising medium. Announced many of his own programs and wrote and produced most of his own shows.

Became nationally known for his gags and announcing under the nom de plume of "Little Bitsy Hal". Has written songs, short stories, verse, and radio script. Hit by the depression in 1932. Decided showmanship, writing, producing, buying radio time and years of executive activity had fit him for commercial radio. Joined Plug Kendrick at WIRE as sales manager and increased his local business over 450 per cent. Left shortly after station changed hands to become manager of KXBY.

Resigned to become sales manager for WIND, where he remained until taking over the managership of WHIP with general offices in Chicago. His 10-year deal includes a stock interest in Hammond-Calumet Broadcasting Corp., which owns and operates WHIP and WWAE in Hammond.

Hobbies: Work, golf, boating, and ping-pong. Is married and lives in Evanston, north shore suburb of Chicago.

SAN ANTONIO

Ernest Hauser's KTSA staff ork, which recently fell in line with AFM, played in the pit for the Dave Apollon unit show at the Majestic Theater, recently.

Jack O'Brien, publisher of "No Foolin'," tabloid weekly, has started a nightly sportscast over KTSA.

Jerry Morgan is now doing his Hollywood Gossip program on KONO Wednesday and Friday afternoons only.

KFXR, Oklahoma City

Hal Sparkie Sparks lately has had hands full. Besides his daily sportscast and wrestling matches, he's been doing play-by-play of all local Missouri Valley AAU basketball games. Bob Elliston, commercial manager, handles sponsor plugs.

Dr. E. F. Webber's "Revival of the Air" is in its third year, daily at 9:30 a.m.

Standard Theaters using three 15-minute programs weekly, with Loretta Miller as Hollywood chatterer.

WOWO-WGL, Fort Wayne

Sari 'n' Elmer are back on WOWO in a five-weekly skit written by Shirley Bowersox.

Martha Scheer of sales dept. has resigned to marry Robert Hunt of General Electric.

Mary Berghoff, star of Kroger-WOWO show, vacationing in Florida.

Shirley Wayne is emceeing new "Buck Eye Barnstormers" variety show on WOWO.

New staff orchestra includes Jeane Brown, Karl Conners, Wade Verwiere, Dick Galbreath, Tommy Longsowth and Norman Carroll.

FORT WORTH

Warren Timmons of "Helen's Home," WBAP serial, is recovering from an operation.

W. Lee O'Daniel and his Hillbilly Boys, after a year at KRLD, Dallas, are back at WBAP.

The Wayside Rendezvous now has a KFJZ wire at 7:30 nightly.

Lloyd Snyder's ork went back into the Ringside Club, near here, after an absence of less than a month. Spot has a WBAP wire.

Phil Levant's band, opening Feb. 4 in Venetian Ballroom of Hotel Blackstone, will air daily over WBAP. George Wald and Gretchen Lee are featured vocalists.

Bob McComb, organist at Worth Theater, now airs daily over KTAT.

WBT, Charlotte

Clarence "Elmer" Etters, pianist on "Briarhopper" program, has replaced Jack Phipps as organist on "Musical Kilowatts," Duke Power Co. Others on the Duke program are Russell McIntyre, romantic baritone; Jane Bartlett, pianist; Don White, guitarist, and Clair Shadwell, announcer.

When WBT was barred from broadcasting the Carolinas Golden Gloves, mammoth boxing tournament held here each year, Program Director Charles Crutchfield did not give up. Crutch found a way to stage a broadcast. Dr. Jimmy Wood, chief referee of the tourney, will go on the air each night after the tourney with a summary of the night's bouts.

Grady Cole, newscaster, is back on the air here after a trip to Louisville.

Chicago

GEORGE FOGLE, director of "Ma Perkins" and "Kitty Keene Inc.," has been selected by Radio Council of Board of Education to give its members practical training in production of airshows. Board already has one Sunday evening program on WBBM and expects to add others.

Film scouts here looking over Margarette Shanna, who plays "Arnold Grimm's Daughter."

Hugh Rowlands now playing role of 15-year-old Jimmy as well as 85-year-old Sneezy in "Tom Mix Straight Shooters."

Arkansas Woodchopper (Luther Ossenbrink) missed National Barn Dance broadcast because of illness.

Marge Kerr, Tom Fizdale boss here, recovering slowly from serious illness at Henrotin Hospital.

Tiny Stowe, former WLS continuity editor, has gone to Hollywood and connected with a radio job there.

Wilma Gwilliam of WLS staff is laid up at Fowler, Ind.

Bill Cavanaugh, former member of WLS continuity staff, has turned actor and is now appearing regularly on "Public Hero No. 1."

Score or more of WBBM announcers, production men gather each Friday in studio three to take French lessons under direction of Dr. Allen M. Clement of the University of Chicago Romance Language Department. After they wind up the French course they propose to tackle German, Italian and Spanish.

Al R. Williamson, former NBC press chief here, now promotion manager of Minneapolis Star, in Chicago on business over weekend and visited NBC friends.

Ransom Sherman back from WHAM, Rochester, where he emceed 10th anniversary celebration.

SAN FRANCISCO

Pacific Guano Co. on Sunday started "Garden Guide" over two NBC-Red stations (KPO, KFI), 10-10:15 a.m. (PST). Tomaschke-Elliott Inc., Oakland, is the agency.

Sperry Flour renews Martha Meade on 6 NBC-Red Pacific stations, Wednesdays and Fridays, 2-2:15 p.m. (PST). Same sponsor renewed "Dr. Kate" on the same network, Mondays through Fridays, 1:45-2 p.m. (PST). Westco Advertising, San Francisco, has the account.

Rena Craig Back

Rena Craig has returned to the leading feminine roles on "Junior G Men," "St. Anthony" and "Ave Maria Hour" programs after an absence of several weeks. Miss Craig made a flying visit to Denver, where she inaugurated a woman's program on KOA. She also made several guest appearances on programs originating in Denver.



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Free To Radio Daily Subscribers

Now Going To Press-Ready

For Distribution This Month

Last Call For Advertising

Copy -- "Radio Daily Service"

PHILADELPHIA

Mathilda Harding, wife of WFIL's g.m., Don Withycomb, and her sister Irene revived their famous "Twenty Fingers of Harmony" program over WHAM.

Dorothy James, singer at one of the nighteries, leaves to join Erno Rapee in his "Radio City Music Hall."

Mac Parker, WCAU commentator, takes his first vacation in five years when he leaves for Florida.

Betty Vanneman is the newest addition to WFIL's publicity department.

"Uncle WIP" on WIP has inaugurated a Hall of Fame corner.

Taylor Grant, WCAU announcer, will have his song "My Theme Song" introduced by Leighton Noble and Band.

Lew Trenner, formerly of WSYR, Syracuse, joins the sales department of WFIL to assist in merchandising and sales promotion.

Warwick Ogelsby and Sam Serota are conducting a new sport review called the "Ogie and Sam" review over WHAT.

Kay Allen and Peggy Fox, teamed after a long lapse, will be heard with their songs over KYW and NBC-Red.

WHAT has gone Phil Spitalny one better with an all fem band headed by Betty Reiser that doesn't allow a man to have anything to do with the program.

Fred Weber, WFIL announcer, who returned after a long illness, will revive his "Fireside Verse" program.

Ben Greenblatt will celebrate on KYW the seventh anniversary of his "Piano Ramblings" program.

A truckers' strike has delayed completion of KYW's new studios.

With entire city in an uproar over proposed sales tax, stations are selling lots of time to organizations who are fighting the proposed levy.

Samuel Rosenbaum, WFIL prexy, who is strong for educational features, has worked out a new series in cooperation with Board of Education titled "High School of the Air." Various schools will be visited and their activities described.

ONE MINUTE INTERVIEW

ELINOR SHERRY

"The important factor for any vocalist, whether male or female, is injecting his or her personality into the song. This sometimes lends for too strenuous an effort and results in over-arranged songs. But the trend lately is towards more simplicity in singing, although you can still work in a necessary 'hot lick' here and there. A singer can't get personality from a written score and therefore must develop original song delivery."

☆ Coast-to-Coast ☆

A SPECIAL program from the Christian Normal Institute of Grayson, Ky., is aired each Thursday by WCMI, Ashland, Ky. This feature is used by many schools as a chapel meeting and is being conducted for such purposes.

Jim Woodruff Jr., g.m. of Georgia Broadcasting System, spent the weekend in Atlanta discussing program plans with Manager Maurice Coleman of WATL.

Felix Knight, tenor, is making recordings of light operettas this week for WBS, booked by Charles Facer of NBC Artists Service.

Frank Daniels, is getting large mail returns with his "On the Street" from Nevins St. and Flatbush Ave. Extension, corner of the Brooklyn Fox Theater, over WVFW.

WJW's mobile unit, W8XOA, with announcer Len Taylor and engineer Jerry Roberts visited the U. S. Weather Bureau in the Administration Building at Akron Airport yesterday for Groundhog Day prognostication.

Margaret Speaks returns to the "Voice of Firestone" program, NBC-Red, Mondays 8:30 p.m., on Feb. 7, a week earlier than previously scheduled.

NBC's Norsemen Quartet are cutting four discs for RCA-Victor this week. It's the first time in two years that Victor have featured a quartet on their recordings. George Sax booked the Norsemen for NBC Artists Service.

Elza Schallert will inaugurate a monthly series of discovery programs under the title, "New Stars of the Month," during her motion picture review broadcast over the NBC-Blue Network on Thursday at 11:15 p.m. Dennis O'Keefe, young Hollywood actor, will be first of the new stars to be presented on the series.

Helen Henry, prima donna, a former pupil of Lilli Lehmann and protegee of Dr. Walter Damrosch, has been placed under NBC Artists Service Management.

Walter Cassel, recently signed under management of Columbia Artists Inc., has been set for a series of WBS recordings.

Carl Warren, WOR-Mutual announcer, paid recent visit to WICC, Bridgeport - New Haven, where he emceed part of three-hour proceedings in station's dedication of new studios. Warren was formerly manager of the New Haven studios.

CANADA

Extension radios in hotels or homes will not be taxed separately under the new rules effective April 1, according to Department of Transport, Montreal. Only the master set will pay the $2.50 fee.

Jack Kannawin was CBC's announcer at Niagara Falls, airing the collapse of the "honeymoon bridge."

KSL, Salt Lake City

Scare Morris of staff orchestra was elected v.p. and director of musicians union here.

Earl Glade Jr., nationally recognized amateur photographer, going in for candid color stills.

Barton Howell improvising news editing cutter while arm incapacitated.

Stan Rees, engineer, excited about becoming a pappy.

The John Hix "Strange As It Seems" Union Pacific strip originates here Feb. 6, relating some Mormon pioneer history, with Richard Le Grand heading cast.

KWK, St. Louis

Bill Edmonds, announcer, gets married next week.

Boss Bob Convey is lingering another three weeks in Florida.

Bob Richardson of sales staff back from Chicago.

Dan Seyforth and wife (Tommye Birch) leave Feb. 15 for Calif.

Helen Chandler is in the hospital.

NEW ORLEANS

Leon Prima, who did quite a bit of radio work via remote control from here, will shift into another territory shortly when he opens at the Paddock Club, Miami.

WWL manager Vincent Callahan is in Chicago on business.

Judy Garland spent a few hours here on her way back to Hollywood from a Miami premiere of her picture "Everybody Sing."

WTAX, Springfield, Ill.

Don Hill is getting heavy mail through his programs including "Swing Appreciation," "Name the Band" and "Don Club."

Baldwin (Doc) Harper is now featured in the man-on-street program.

Director Jack Heintz has interviewed hundreds of amateurs for the Reif Furniture Mart show.

Latest news is being aired 11 times daily, sponsored by Tydol and Veedol. Social events here and in Central Illinois are aired on Grantco Town Crier.

Many WLW features are now being rebroadcast by WTAX.

WFBM, Indianapolis

Ruth Noller and Ada Straub added to Wilking Music Co. program as piano twins.

Fred Winter, announcer, joins daily "Tea Time Tunes" to aid Gwen Schort in verbal battle with Ned LeFevre.

KANSAS CITY

Robert M. Burtt, who collaborated with Wilfred Moore in the scripting of the Jimmie Allen transcription series, is producing a new aeronautical series titled Ann of the Airlanes.

Mark N. Smith, director of research and merchandising for KMBC, is on a business trip to Chicago, New York and Washington, where he will study marketing conditions before returning to Kansas City late next week.

Don Davis, president of WHB, organized a parade headed by a sound truck in lieu of the customary brass band to escort Ray Perkins from the airport to his hotel upon his arrival to emcee the President's Birthday Ball.

Kenneth Kay, WHB singing star, has resumed daily broadcasts after being confined to his home all week by a severe cold.

KCMO has added a nightly safety program tied in with police department inspection of cars for mechanical defects.

WWJ, Detroit

To attract early morning listeners, Charlie Leland, on the air at 6:45 a.m., has been interviewing members of various station departments, getting them to "tell all."

Harold Priestly of sales staff is a cousin of J. B. Priestly, noted novelist-dramatist.

More than 350 persons have been located through the "Bureau of Missing Persons" program since it started in 1936.

Ann Wallace, recently made publicity director, has a background of newspaper and magazine experience as well as radio. She's an M. A. and has done graduate work at Oxford.

Announcer "Bob" Stanton has quite a background as musician. He once sang with Henry King's ork.

"Gen" Norcross, formerly of Norcross Sisters, is now with the "Smoothies" trio here. Her sister Martha married recently. Gail Abbey and Mary Lou Meyer are other members of the "Smoothies."

WCMI, Ashland, Ky.

Ernest Herider has left the engineering staff to join police department radio service.

New studios in Ironton, O., have been opened with Slim Fortier as g.m. and Dan Morgan retained from previous studio staff as chief announcer.

Myron Callihan and Hester Kyler in "After Sundown" violin and electric organ program, is clicking and will soon be a commercial.



Greetings from Radio Daily

February 2

Arthur Billings Hunt
Benny Rubin Veronica Wiggins
Howard J. London

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 24 NEW YORK, N. Y., THURSDAY, FEBRUARY 3, 1938 FIVE CENTS

Cantor on Camel Mar. 28

WOMAN'S WORLD MAG IS USING 25 STATIONS

Chicago — Woman's World magazine, through Albert Kircher agency, is using announcement and live shows on close to 25 stations. Prizes are offered, including a trip to Hollywood, for new subscriptions and anagram contest.

A quarter-hour of "Grand Ole Opry" is used on WSM. Among other stations are WLS, WLW, KFJM, WNAX, KFYR, KMMJ, KFNF, KMA, KFRU, WFAA, KGNC, KFYO.

New Broadcasting Service Specializes In Laundries

Boston — Laundry Broadcasting Service has been launched here, with headquarters at 140 Boylston St., to handle ET programs specially designed for laundries. Present schedule of program includes two half-hour series, eight quarter-hour series

(*Continued on Page 2*)

Customs Delay on Music Irks Canadian Orchestras

Orchestras and vocalists working in Canada and desiring to get new U. S. song numbers as fast as they are published are reported considerably irked by the practice of the customs authorities in holding up printed music in order to collect duty. Even professional copies, which are not for sale,

(*Continued on Page 2*)

40-Cents CBS Dividend

CBS directors yesterday declared a cash dividend of 40 cents a share on class A and B stock. Dividend is payable on March 11 to stockholders of record Feb. 25.

Block Celebrates

Martin Block, impresario of WNEW's "Make-Believe Ballroom," has sent out summons for celebration tomorrow marking third birthday of the country's No. 1 recorded show. More than 100 outstanding orchestra leaders and soloists will appear in the anniversary program, 5:30-7 p.m. Many of the maestros are to be on hand in person.

CRITICS' FORUM



QUESTION No. 3

Are the number of educational and cultural programs sufficient?

ANSWER

Yes—71% **No—29%**

BY A percentage vote of 71 to 29, the radio editors and critics of the country, participating in RADIO DAILY's first annual Forum, declare that there is a plenitude of educational and cultural programs on the air. Most of the replies to this question were either a simple "Yes" or a simple "No." Some of the editors, however, amplified their opinions with explanatory remarks.

One of the chief comments was that there is enough or even too much educational matter on the air, but that it is not as effective as it should be due to poor showmanship in presentation. The PUBLIC DEMAND for educational programs also is said to be limited, which means that such features must be made attractive and entertaining in order to get listeners. Competition from other types of programs makes more or less sugar-coating of cultural broadcasts very necessary, it is also pointed out.

Some of the more pertinent remarks of radio editors on this question follow:

"Considering the proportion of 'cultured' and 'willing-to-be-educated' persons, radio has arrived at a fine balance."—MARY O'NEILL, *Albany Knickerbocker News.*

* * *

"More good music programs and classic plays might well replace Hollywood's air rampage." — HELANE PETERS, *Berkeley Daily Gazette.*

* * *

"Sufficient, but not sufficiently effective because of lack of showmanship and attractiveness." — LARRY WOLTERS, *Chicago Tribune.*

* * *

"I have yet to get enthusiastic about educationals. Don't click somehow. Maybe the public doesn't like being told."—GEORGE HILLYER, *Topeka State Journal.*

* * *

"The number of children and adults listening in on these programs does not warrant more—there are so many other varieties of programs for the nation's ears."—LEONARD S. MASSEL, *Stamford (Conn.) Advocate.*

* * *

"Most of the programs are in the wrong spots. They should be spotted evenings, when more could hear them."—TED NOEL, *Wichita Eagle.*

* * *

'There should be more forums and outstanding speakers." — ZUMA PALMER, *Hollywood Citizen-News.*

* * *

"Scientific programs are popular and should be increased."—ROBERT M. HOFMANN, *Syracuse Herald.*

* * *

"Most lack showmanship and listener appeal." — NORMAN SIEGEL, *Cleveland Press.*

* * *

"More of the 'Cavalcade of America' type could be absorbed."—ROBERT M. SHEPHERDSON, *Peoria Journal-Transcript.*

* * *

"My thought is such programs should compete with other types of programs for favorable dialing response. They should not be forced on to the air. America Town Meeting is a fine example of a good series. For that matter, symphonic programs, good dramatic broadcasts, all such programs are indirectly educational and cultural as are many of the overseas programs. Public interest should determine the life of all programs."—BOB STEPHAN, *Cleveland Plain Dealer.*

* * *

"Educational features lack co-relation and are mostly worthless. Not

(*Continued on Page 3*)

Comedian in 7:30 P. M. Monday Spot—Jack Oakie Fading

Eddie Cantor has closed his deal with R. J. Reynolds Co. (Camel cigarets) and starts work for the new account March 28 at 7:30-8 p.m. on CBS, with a western rebroadcast at 7:30 PST. New Camel setup calls for dropping the Jack Oakie program, now heard Tuesdays at 9:30-10 p.m., while the Benny Goodman half-hour which at present follows Oakie will move into the Oakie spot.

Cantor's final broadcast for Texaco will be on March 23. He comes to New York after playing March 16-18

(*Continued on Page 2*)

FIRST NAT'L TELEVISION IS BEING REORGANIZED

Kansas City—First National Television Inc. and its affiliated radio station, KXBY, will undergo reorganization with a deal pending for Leslie Herman and Sam Picard, who hold controlling interest, to buy an additional 24 per cent of the stock now held by Sid Q. Noel, president. This will give Herman and Picard 75 per cent, with Arthur B. Church of Midland Broadcasting Co. (KMBC)

(*Continued on Page 2*)

Texas Race Dope Ban Sends Dialers to WSM

Nashville—Ban imposed by Texas on publication of racing results has thrown a small gold mine into the lap of Jack Harris, nightly sports reporter for B.C. over WSM here. Harris was deluged with letters from

(*Continued on Page 2*)

WBBM Sales Stunt

Chicago—Borrowing an idea from house to house canvassers, WBBM is using its new theater trailer studio to get business. Trailer, with Ken Ellington in charge, is wheeled to position in street outside offices of prospective sponsor. Wire is then strung into his office and he can hear waxed job of several programs station would like to sell him.

RADIO DAILY

Vol. 3, No. 24 Thurs., Feb. 3, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Feb. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	139½	137⅝	137¾	— 2
CBS A	18½	18⅛	18⅛	— ⅜
CBS B	18	18	18	— 3
Crosley Radio	9	9	9	.....
Gen. Electric	40⅛	38¾	38¾	— 1
RCA Common	6⅜	6⅛	6⅛	.....
RCA First Pfd	47½	47¼	47¼	+ ⅛
Stewart Warner	9¼	9	9	— ¼
Westinghouse	94⅝	93	93	— ¾
Zenith Radio	14	13½	13½	— ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15¼	15¼	15¼	+ ¼
Nat. Union Radio	13-16	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Texas Race Dope Ban Sends Dialers to WSM

(Continued from Page 1)

Texans asking him to enlarge the racing reports which he gives each day at 6 p.m. Arrangements were immediately made to include final results of three major tracks each day on the sports revue, and loads of thank-you mail is now coming to Harris.

Michael Bros. Renews

Michael Bros. Furniture Co., has newed its amateur hour over WMCA for another 52 weeks. Program, broadcast Monday evenings from the Fox Theater in Brooklyn, marks its 156th broadcast on Monday. As an added feature on that date, sponsor will start an elimination contest with a Hollywood screen test as prize. Mae Murray will start the proceedings.

Jules Haasberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

Cantor Starts March 28 In Camel Series on CBS

(Continued from Page 1)

in Cleveland, and will do his first Camel program from here. Under the deal, Cantor will have full charge of his programs, including talent and production. Wm. Esty & Co. is the Camel agency.

Texaco will stay on the air with another show Wednesday nights.

Customs Delay on Music Irks Canadian Orchestras

(Continued from Page 1)

must pay the duty and consequently are held up sometimes as long as a week, while notice is sent to the addressee, who in turn must call and go through the usual routine to get the sheets.

In addition to the delays entailed, professional copies having no price printed on them must pay a fee on a valuation appraised by the customs officers, who usually apply the maximum. Regular printed matter, on the other hand, pays only according to invoice price.

Tillamook Creamery Ass'n On 5 NBC Coast Stations

Tillamook County Creamery Ass'n tomorrow will start "Bennie Wilkin's Tillamook Kitchen" on five NBC-Red Pacific stations, 11-11:15 a.m. (PST). Contract signed for 22 weeks through Botsford, Constantine & Gardner, Portland, Ore.

New Jersey Campaign

Trenton—New Jersey Chamber of Commerce will cooperate with the State Advertising Council in an extensive program advertising the state with radio expected to play an important part. Meeting here yesterday, 200 delegates heard a talk by Lockwood Barr, council director, and made plans to call together county groups to further plans. Eleven county groups have been formed and others will be named within two weeks.

Phil Spitalny Back to New York

Phil Spitalny and his all-girl "Hour of Charm" orchestra, now on a vaudeville tour, return to New York on Feb. 7 to resume their Monday night broadcasts on NBC-Red at 9:30 p.m.

The vaudeville tour carried the music of the all-girl band to Cleveland, Chicago and Kansas City.

Cardinet Candy Renewing

Cardinet Candy Co. on March 6 will renew "Night Editor" on 10 NBC-Red Pacific and mountain stations (KPO, KFI, KGW, KOMO, KHQ, KDYL, KOA, KGHL, KGIR, KTAR), 9-9:15 p.m. (PST). Tomaschke-Elliott Inc. is the agency.

Buick for Basketball

Chicago—Buick Motors will sponsor the Indiana State High School Basketball tournament finals to be aired from Indianapolis over WIND on March 26. Agency is Arthur Kudner Inc.

First Nat'l Television Is Being Reorganized

(Continued from Page 1)

holding the other 25 per cent of stock.

Richard K. Phelps, an assistant U. S. district attorney and brother-in-law of Picard, has succeeded Noel as president. No other staff changes are planned, according to Harry Clifford, commercial manager, except for promotion of Program Director Jerry Burns to special commercial representative. Margaret Hillias of continuity department becomes program head.

New Studio, Transmitter Are Dedicated by WHAS

Louisville — WHAS on Tuesday dedicated its new studios and transmitter with a special program of entertainment and a description of the new equipment by Orrin W. Towner, chief engineer. Layout includes a newly developed Western Electric 50 kw. transmitter, automatic program amplifier and Doherty high efficiency circuit incorporated into one unit. Provision for expansion to 500 kw. is provided. A new Kilgen organ for Herbie Koch also is included.

Prosperity Discussions

"Paths to Prosperity," presented by NBC in cooperation with the Economic Policy Committee, will start Sunday at 7-7:30 p.m. on NBC-Blue. First speaker will be Secretary of State Cordell Hull, discussing international aspects. Edward Tomlinson will introduce Hull and also explain purpose of later programs.

Martin to Syndicate

Chicago — Harry Martin, formerly v.p. of Van Cronkhite Associates, has opened Harry Martin Enterprises at 360 N. Michigan Ave. He plans to syndicate sports and news features.

COMING and GOING

PHILLIPS H. LORD left last night for a rest in Florida.

SERGEI RACHMANINOFF and his wife sail for Europe today.

JAN KIEPURA, Polish singing star, arrives from Europe today.

SERGE PROKOFIEFF, composer and pianist, arrives from Europe today.

ALBERT SPALDING, violinist, returns to America today from abroad.

JACK ROBBINS, music publisher, and HARRY FOX, general manager of the Music Publishers Protective Ass'n, leave on the Florida Special this afternoon and arrive in Miami tomorrow.

TED LLOYD of the editorial staff of RADIO DAILY departs on the Florida Special this afternoon for the Roney-Plaza in Miami, where he will be for the next ten days.

HAROLD MOON, radio producer and songwriter from Canada, has returned to Montreal after a New York trip to arrange for publication of his number, "Make Your 'Mum' Your Valentine", by Whitney Blake Music Pub. Co.

New Broadcasting Service Specializes In Laundries

(Continued from Page 1)

and a special series of 30-second dramatic announcements to which the local laundry adds 30 seconds of special copy. Due to syndication, cost to advertisers is low.

Falstaff May Extend

Chicago—Falstaff Beer, which adds four Florida stations (WJAX, WFLA, WSUN and WIOD) next week, is reported likely to go coast-to-coast. Southern NBC net and midwest stations now being used. Gardner Agency handles account.

Charles H. Smith Joins WQXR

Charles H. Smith, specialist in radio research, has joined the staff of WQXR to assume charge of research for the station. Until this week Smith was manager of radio research for Crosley Inc., a position he held for three years.



PROGRAM ☆ IDEAS ☆

What Local Stations Are Doing

School Cooperation

An outstanding example of cooperation between a commercial radio station and an educational agency for the dissemination of instruction is the "Montana School of the Air Series" presented by KGVO, Missoula, and the Radio Extension Division of Montana State University. Biweekly programs are presented with an estimated regular audience of 10,000 school children in the various schools which tune in for the broadcasts. On Tuesdays, School Music Broadcasts are presented, programs for the grades stressing the listening lesson in music, and including some opportunity for dramatic and creative interpretation by the children. On Thursdays, the program is divided into two portions: the first, called The Treasure Chest, presents Merlie Cooney Hughes' Children's Librarians in a series of broadcasts devoted to stories and poems for children. The second half of the program is devoted to lessons in safety education, biography, history, health, art appreciation, etiquette—many in dramatized form. An increasing number of schools in the territory are utilizing these broadcast periods in their curriculum. James N. Holm and Marguerite Hood of The University of Montana staff arrange and present the programs.

WMCA in Port Deal

A deal with the Port of New York Authority, whereby that agency produces a weekly five-minute stint plugging use of toll bridges and tunnels under its jurisdiction, will give WMCA promotion signs on the toll booths of the Lincoln and Hudson Tunnels, as well as the George Washington Bridge. The authority's program will start over station in 6:25-6:30 Saturday evening spot on Feb. 12, logged as "Metropolitan Travelogue."

Woman's Tiffin Hour

Montana Cereal Mills has this one over KDYL, Salt Lake City, broadcast twice weekly at the Tiffin hour —4-4:15 p.m. Show features hints on meals, and tea-time melodies by Daniel Lieberfeld's transcribed ork.

BIRTHDAYS



Greetings from Radio Daily

February 3

Martin Block — Nick Kenny
Nelson Case — Charles J. Correll
Dolly Dawn — Jack Weldon
May Sherman

CRITICS' FORUM

(Continued from Page 1)

enough cultural."—KYLE C. MOORE, *Knoxville Journal.*

* * *

"There are not enough in music; art is neglected altogether."—SEYMOUR GREENWALD, *Paterson (N. J.) Morning Call.*

* * *

"Radio is primarily entertainment, not education. We have plenty of education and culture."—CHARLES J. GILCHREST, *Chicago Daily News.*

* * *

"All education and culture must be made romantic, pleasing — not pedantic."—RICHARD PHEATT, *Toledo Blade.*

* * *

"I'd like to see more of this type of program on the air, especially at night when adults could be helped. That splendid Chicago University Round Table on WEAF, Sundays at 12:30 noon, should be spotted at night."—NICK KENNY, *New York Daily Mirror.*

* * *

"I think this type of broadcast should be 'dressed up' as much as possible. 'Cavalcade of America' is an example." JOHN CAMERON SWAYZE, *Kansas City Journal-Post.*

* * *

"Suggest that 'American School of Air,' especially music and dramatizations of classics, ought to be repeated at night for adults."—RALPH SANDERS, *Chattanooga Free Press.*

* * *

"Most of them are dull."—WILL BALTIN, *New Brunswick (N. J.) Daily Home News.*

* * *

"Question seems to be one of quality and not quantity. The educational program which entertains most, educates best."—DALE ARMSTRONG, *Los Angeles Times.*

* * *

"The greatest number of listeners like to think they are well educated and not just students."—ALBERT EDWIN SONN, *Newark (N. J.) Sunday Call.*

* * *

"Radio is creating new culture and finding new means of education. The increase in these programs is progressing steadily." — C. FULTON FIELD, *Long Beach (Cal.) Press Telegram.*

* * *

"Most educational and cultural programs carry a minority and not majority appeal."—SID SHALIT, *New York Daily News.*

* * *

"Most of these programs are pretenders. The Federal Theater radio programs are tops in the field."—JACK SHAFER, *Newark Ledger, Long Island Press and Staten Island Advance.*

* * *

"More historical events should be dramatized."—ARTHUR C. PAMERLEAU, *Flint Journal.*

* * *

"We need more good music and more constructve broadcasts." — HARRY W. MOODY, *Springfield Illinois State Journal.*

* * *

"Number is sufficient . . . but more of the present educational shows should be patterned after such popular-appeal bills as Columbia's 'School of the Air' and NBC's Music Appreciation Hour . . . Chicago has a combination (pooling of broadcast budgets) by Northwestern, Chicago and DePaul Universities—known as the University Broadcasting Council. This group supplies the nation with some pretty good educational talks, plays, debates, etc. Their formula seems to be: get good scripts, even if expert scripters must be hired to write them and do the research! Write those scripts in popular language. It works!"—ULMER TURNER, *Chicago Herald-Examiner.*

* * *

"They're improving, except in children's programs." — MARIE COCHRAN, *Toledo News Bee.*

* * *

"I am not at all sure that the populace wants this sort of thing."—JAMES SHIPLEY, *Birmingham Post.*

* * *

Whether or not there is a prejudice against transcribed programs will be discussed tomorrow.

PROMOTION

Lucky Doorbell

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

Scholarship Contest

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.





NEW BUSINESS
Signed by Stations

WGN, Chicago: Phillips Milk of Magnesia, "Stella Dallas," ETs, through Blackett-Sample-Hummert; Procter & Gamble (Drene) time signals, through H. W. Kastor & Sons; Sterling Products, "Way Down East," ETs, through Blackett-Sample-Hummert.

WFIL, Philadelphia: Holland Furnace Co., spots, through Ruthrauff & Ryan; Quaker Oats, participation, through Arthur Kudner Agency; Crowell Publishing Co. (Woman's Home Companion); Libby, McNeil & Libby, ETs, through J. Walter Thompson.

KSL, Salt Lake City: United Drug, ETs.

KVI, Seattle: Scott Paper Co., "Kay Kelly's Women's Page of the Air," program; United Drug, ETs; Gardner Nurseries, ETs.

KCMO, Kansas City: Mennen Co. spots.

KFEL, Denver: American Bird Products, "American Radio Warblers"; American Tobacco Co. (Lucky Strike), "Melody Puzzles"; Gardner Nursery Co., "The Old Gardner," through Northwest Advertising Agency; General Shaver Corp. (Remington Rand Razors), announcements, through Leeford Agency; General Shoe Corp. (Fortune Shoes), "Famous Fortunes"; Montgomery Ward & Co., chain break announcement; Lydia Pinkham, "Voice of Experience," through Erwin Wasey Agency; Stewart Warner Co., "Horace Heidt and His Alemite Brigadiers"; Utilities Engineering Institute, programs, through First United Agency.

WHAM, Rochester: Pepsodent, "Pepsodent Puzzlers," program, through Lord & Thomas.

KMOX, St. Louis: North America Accident Insurance Co., news; Phelan-Fause Paint Co., participation "Magic Kitchen."

WHN, New York: Gottfried Baking Co., Inc., (Golden Crust Bread), Bowery Mission Services, through Bud Roth Advertising Agency; Godefroy Mfg. Co., spots, through Anfenger Advertising Agency.

KECA, Los Angeles: Carter Products, ETs.

WNEW, New York: Fort Lee Roofing Co., "Make Believe Ballroom"; Zonite Products Corp. (Larvex), "Make Believe Ballroom," through McCann-Erickson.

WFAA, Dallas: Haley's M-O and Danderine, "Way Down East," ETs, through Blackett-Sample-Hummert.

Thompson Signs for Baseball

Chicago — Thompson restaurant chain has signed contract with Ralph Atlass' WIND to sponsor nightly recreations of the Chicago Cubs and White Sox out of town games. Russ Hodges will do play-by-play. Agency is Baggaley, Horton & Hoyt.

Tom Breen Joins WOR

Tom Breen, formerly of Minneapolis, has joined the WOR announcer staff. He replaces Bill Perry, who went to the coast with the Eddie Duchin show. Breen has been with NBC in Chicago and CBS in New York.

RECORDINGS
•
Call BRINCKERHOFF PLaza 3-3015

MAIN STREET WITH OL' SCOOPS DALY

● ● ● We were sitting around the Tavern recently to keep out of the cold that was raging on the outside. Ted Husing walked in with the most beautiful coat of tan we've ever seen. He'd just returned from the south and stated that as soon as he completed some things around here, he was returning to Florida....Col. J. C. Flippen was sitting at the bar, his face very white—just a victim of N. Y. nite life....Using these two people as examples, we asked for a mirror—took one peep—and decided that Husing's formula was the best....So we ordered a sun-ray lamp.... And were satisfied....Then comes a postcard from Miami that Jan Peerce, Judy Garland, Tamara, Georgie Price, Gracie Barrie, Harry Richman, Easy Aces—and so many others were bathing in the sun there....The last straw was when Nick Kenny returned from Florida—and because he has the most gorgeous tan around—he gets booked into Loew's State Theater.

● ● ● *So we mustered up enough courage to walk into the editor's den and ask for permission to go south for a spell....He said it was oke with him—but we'd better run in an ask the publisher's consent, and to use as an argument that our being away from the office would save the firm more than 100 bucks a week in phone calls.*

● ● ● Knowing that the publisher himself had just returned from Florida, we asked him how he enjoyed meeting Daniel J. Mahoney of WIOD, Norman MacKay of WQAM and the former mayor of Miami, Frank Katsentine of WKAT...."They're a swell bunch of boys. I'd like you to meet them sometime"....To which we added, "How about this week?"....Publisher Alicoate's eyes took on a twinkle as he said, "It'll be a pleasure to get rid of you—go on"....Without exaggeration we did three handsprings—and our bones cracked....Then Louis Prima heard of our trip, said not to forget to see his brother, Leon, who opens tomorrow at the Paddock in Miami—and to change his name for him....Murray Baker gets us to promise to visit his sister, Belle, who opens at the Fleetwood....City Editor George Clark of the Mirror reminds us to visit his frau, Kay Parsons, at the Gay '90's....Herb Rosenthal of CBS offers to let us run the artists' bureau if we'd let him take our southern trip....Milton Biow sends us a fishing tackle....Teddy Powell sits down to revise "California, Here I Come" to "Miami——" and can't get a suitable rhyme....Jonie Taps reports that his boss, Louis Bernstein, is at the Roney-Plaza....Harry Link, Irving Berlin's man, suggests a system for picking the horses. He won $12,000 on a parlay one day....Garnett Marks, the commentator, reports that the weather down there is unfavorable....Gabriel Heatter says that his daughter, Maida, will be waiting to meet us at the train.

● ● ● *Ted Collins wants to upset everything by selling us on a trip to Lake Placid and Kate Smith seconds the motion....Jack Robbins and Harry Fox decide that this time of the year is just ripe for them to go south and leave with us today to go on to Cuba.... Leon of Leon & Eddie's says that we should keep an eye open for some talent....Harry Conn wants us to send up a bottle of Miami water....Barry Wood wants some perfume from Havana....Doris Rhodes would like to know if her CBShow reaches there....Richard Himber crosses us and frames it with the store where we ordered a suitcase to have "MR." carved on....Richard Brooks wants scoops of the weather to air back here....Bert Lebhar and Bill Weisman try to pull a fast one on Donald Flamm to come along....With so many people to see and so many errands to do for people, the only rest we'll get will be on the train pulling out this afternoon and arriving in Miami tomorrow—a 24-hour rest!....Oh, well—we're bringing along a pair of sun glasses, anyway!*

AGENCIES

RICHARD PRATT has been added to the radio staff of Charles W. Hoyt Co.

RUSSELL C. COMER, president, and MERVIN COOKSEY, secretary, of Russell C. Comer agency, Kansas City, are out of town for the week.

ROBERT RICHARDSON, branch manager in Kansas City for J. Stirling Getchell, has resigned to join J. Walter Thompson agency in Chicago.

J. H. PICKETT of the New York office of J. Stirling Getchell takes over the Kansas City branch.

GUEST-ING

FAY BAINTER and WALTER ABEL, on Rudy Vallee program, tonight (NBC-Red, 8 p.m.)

MARLENE DIETRICH, on Chase & Sanborn Hour, Feb. 6 (NBC-Red, 8 p.m.)

FRANK PARKER, on Al Pearce show, Feb. 8 (CBS, 9 p.m.) JOE COOK, same program, Feb. 15.

IRENE CASTLE McLAUGHLIN, on "NBC Jamboree," tonight (NBC-Blue, 10:30 p.m.)

FAY WRAY and GRANTLAND RICE, on Feg Murray-Ozzie Nelson program, Feb. 6 (NBC-Blue, 7:30 p.m.)

BEATRICE LILLIE, on Benny Goodman program, Feb. 8 (CBS, 10 p.m.)

STANLEY ADAMS, songwriter, on "New York Town," Feb. 4 (WHN, 9 p.m.)

TERESA GERSON, contralto, PHILIP DUE, baritone, and HELEN HENRY, soprano, on "Metropolitan Auditions," Feb. 6 (NBC-Blue, 5 p.m.)

HENRY SEIDEL CANBY, on "Book-of-the-Month Club Concert," today (WQXR, 10 p.m.). GEOFFREY PARSONS, Feb. 4; ALLEN NEVIS, Feb. 5, 9 p.m.; JOHN ANDERSON, Feb. 6, 8 p.m.; WILLIAM L. CHENERY, Feb. 7, 7:30 p.m.; STEPHEN VINCENT BENET, Feb. 8, 8 p.m.

Broadcast From Pyramids

First broadcast ever attempted directly from the ancient pyramids on the edge of the historic Sahara Desert will be heard exclusively over NBC-Red Network on Sunday at 4-4:15 p.m. when noted Egyptologists will discuss their latest discoveries. A. A. Schechter, NBC director of news and special events, is in Egypt to direct the special broadcast.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
• SUNDAY WEAF-NBC RED 9 A. M. EST.
Management NBC Artists Service

PROGRAM REVIEWS

"KAY KYSER'S MUSICAL KLASS"

American Tobacco Co.
(Lucky Strikes)
WGN-WOR (Mutual),
Tuesdays 8-8:45 p.m.
Lord & Thomas

LIVELY AND LOADED WITH FUN. CLICKS BIG MUSICALLY AND OTHERWISE.

Kay Kyser's indoor musical campus, originating in WGN's 600-seat audience studio, is one of the most scintillating musical and parlor-party entertainments on the air. It is packed with entertainment and fun for both listeners and studio audience. Main feature of the show is the musical game with $85 in cash prizes for studio contestants who give correct answers to various questions such as "Name four band leaders who play the piano", "Who's the high hat tragedian of jazz", "What famous singer now has four sons", etc., also the identifying of leading ork pilots by their theme songs, and various other tests of the audience's musical knowledge. Dialers are asked to send in their answers and receive "diplomas" if they are right.

In addition to this batch of mental amusement, the program has a big asset in the sparkling brand of music handed out by Kyser, along with a group of fine vocalists including Harry Babbitt, Virginia Simms, Sully Mason and others. As pilot of the whole works, Kyser does a swell job.

Show replaces "Melody Puzzles".

"Movie Money"

Sponsored by Brooklyn Daily Eagle as a circulation builder, this new WMCA program, Tuesday at 7:45-8 p.m., awards a total of $200 weekly in prizes to contestants sending in the best answers to a set of questions which require reading of the Eagle and clipping of entry blank—or facsimile. Listeners are asked to count number of comics, tell how many theaters are mentioned in ads and items on amusement page, give the results of a problem read on the broadcast, etc. In between the game portions, recorded popular music is played. Alun Williams is commentator.

Meyer Davis Orchestra

Meyer Davis returned to the ether via WJZ-NBC-Blue network, Tuesday 10:30-11 p.m., doing a sustaining out of the New York studios and playing up the society favorite angle in all parts of the continuity. He offered favorite pieces of Mrs. Roosevelt down to lesser Park Avenue socialites. Barry McKinley did a couple of vocals en route. Davis as usual features excellent dance rhythms using strings mostly, but backed by competent brass section when needed. Arrangements were along group lines such as waltz favorites of certain people or as played by Davis at well known functions. Particularly good were the renditions of "In the Still of the Night" and Ravel's "Bolero."

Eddy Duchin

In his initial broadcast from the coast, with Del Casino joining as vocalist, Eddy Duchin provided a highly pleasing chapter in his "Hour of Romance" musical program Tuesday night at 10-10:30 over WOR-Mutual. Due partly to the lift given it by new surroundings, the show had a delightful vivacity, while the singing of Casino was among the best this young comer has done to date. He put over three numbers, "Once In A While," "Just A Little Love, A Little Kiss" and "La Giornata al Sole" in Italian, scoring with all three. Elizabeth Arden is the sponsor.

JEAN PAUL KING
Commentator
DAILY INFORMATION SERVICE
Mutual Mon. thru Fri.

☆ Programs That Have Made History ☆

WINS "Song Contest"

ROUNDING out the first month of its second cycle on the air, the WINS "Song Contest" piled up (literally) a total of 37,730 pieces of mail in just 24 broadcasts.

The program is conducted by Walter King, assisted by Henry Silvern at the piano, and is on the air daily, Monday through Friday, from 1:30 to 2:00 p.m. and Sunday at 1 p.m. It features popular music of the present and past, and all the listener has to do is identify the titles. There's no catch to it—but one's own memory.

The original series, begun in January, 1937, ran through the fall of that year. However, great as the response was, it soon became evident that the second series would surpass it in popularity. A new high in mail response was reached recently when a single day brought 3,770 replies.

Prizes for the "Song Contest" consist of guest tickets to neighborhood Loew theaters in localities specified by the entrants.

Georgia Backus Resigns As Radio Events Chairman

Georgia Backus has resigned as chairman of the board of Radio Events Inc., it is announced by Joseph M. Koehler, president of the independent producing group. Miss Backus retains her stock interest and will continue to work with the firm as writer, director and actress, but desired to be relieved of executive responsibility. Her resignation in no way affects The Script Library or American Radio Syndicate, subsidiaries of Radio Events.

A transcription production hookup with a new organization in the radio field is contemplated by Radio Events.

WHN Signs Wardell

Michael Wardell, author-producer, whose new dramatic series started last Sunday on WHN with presentation of "Busy Line 4142", has been given a contract by the station. His next Sunday offering will be "It's the Earl".

Ford Sunday Guest List Is Set Through April 10

Guest schedule of the Ford Sunday Evening Hour, on CBS at 9 p.m., has been set for the next two months, as follows: Feb. 6, Jascha Heifetz; Feb. 13, Lauritz Melchior; Feb. 20, Rose Pauly; Feb. 27, Kirsten Flagstad; March 6, Giovanni Martinelli; March 13, Jose Iturbi; March 20, Lily Pons; March 27, Nino Martini; April 3, Nelson Eddy; April 10, Georges Enesco. Iturbi also will conduct the last two programs, with Fritz Reiner as conductor this month and Sir Ernest MacMillan in March. N. W. Ayer & Son is the agency.

New Dramas on WNYC

Ted Cott, dramatic director of WNYC, has a busy dramatic weekend for the Radio Playhouse Acting Company. On Saturday, the fifth edition of The Experimental Workshop will offer an original psychological drama by Jack Bishop, "Behind the Robe". A novel technique will be used, employing an "inner voice" and a series of flashbacks.

Beginning Sunday, a series featuring works of Henrik Ibsen will be presented. Opening bill is "A Doll's House", with Cecelia Evans as Nora.

On Monday, "America's Hours of Destiny" re-enacts the colorful story of the Cherokee Indians.

Morey Radio Director

Chicago—Al Morey, former bandsman and one time associate of Wayne King and Harold Stokes in J. Bodewalt Lampe's orchestra, has been named radio director of Frankel-Rose agency. Morey has been a writer for Fred Allen and was with Federal Advertising Agency and McCann-Erickson in New York before going to WHO and KSO as production man.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

ORCHESTRAS MUSIC

RUDOLPH GANZ, one of the foremost living conductors, will begin a four-concert series as guest maestro of the Bamberger Symphony tomorrow at 9:30-10 p.m. The guest soloist will be Henri Deering, prominent pianist.

Anson Weeks and his band will play the Chermot, Omaha, on Feb. 5 for their third appearance at the Omaha ballroom.

The Four Dons, formerly on WHO, Des Moines, are now entertaining at the Cave Under the Hill, a new nite club in Hotel Hill, Omaha.

The King's Jesters, currently heard over the NBC network from the La Salle Hotel in Chicago, will wind up a year's engagement at the loop hotel on Feb. 20. CRA may bring the combination to a New York hotel spot. They are already set to play a week's engagement at the Michigan Theater in Detroit.

Marjorie Whitney and her King's Lads, NBC band, are at the Chez Paree, Omaha.

Comedy Team With Kate Smith

New male comedy team will make its radio debut tonight on the Kate Smith hour, in Abbott and Costello, fast cross-fire duo. Team has a vaudeville background and the appearance will be in the nature of a tryout for additional time. This is the first comedy spot on the program since Henny Youngman left for the coast.

Ben Alley's Appendix Strikes

Philadelphia—Ben Alley, tenor on the Household Finance Corp. program on WCAU, was stricken by acute attack of appendicitis yesterday about an hour before his scheduled broadcast at 6 p.m. He was rushed to the Hanhemann Hospital. Dan Kelly was used as pinch hitter.

. . . Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

KANSAS CITY

Milton F. "Chick" Allison, KMBC director of publicity and promotion, has been recruited for the second year to serve as one of the generals in the local Boy Scout drive for funds.

Larry Sherwood, KCMO station manager, has returned from a business trip to Washington and New York.

Bob Crawford of the vocal quartet of KMBC's Texas Rangers is confined to his home by flu.

KMBC inaugurated a new program Sunday under the title "Talmudic Tales" in which Jewish folk tales and traditions are presented by David Morantz, conductor of a similar column in the Journal-Post.

KCMO has signed 20 local night spots and a taxi operator to a nightly program known as the "Around Abouters." Aired from 11:00 p.m. to midnight, the program features transcribed dance music with dubbed-in voice and sound interludes representing a couple's rounds of the night clubs sponsoring the feature.

With the addition of several new features to its early morning farm program, KMBC now presents an all live talent lineup from 5:30 a.m. until 8:15 a.m.

WGAR, Cleveland

Wayne Mack, dramatic director, has been selected to handle "Junior Quiz Bee" for Y.M.C.A.

Tribute to the late Newton D. Baker was fed by WGAR to CBS on Sunday. Cleveland Symphony Orchestra was directed by Artur Rodzinski.

Because Julius Glass of the WGAR office force happened to be on the scene and acted quickly, WGAR scored a news beat last week when Cleveland Plain Dealer was robbed of $14,000.

"WHOZIT" is new 15-minute, three-a-week commercial sponsored by Home-Glo Coke. Program consists of short dramatizations of highlights in the lives of famous men and the listener is invited to name the personage. Contest award is a ton of coke.

Additions to commercial department: Earl Sheuren and Bernard Maury.

Wayne Mack and Dave Baylor presented an "Edgar Bergen-Charlie McCarthy" act for Cleveland Rotary last week.

New "Hungarian Hour" is added to nationality features on Sunday mornings.

Franklin Lewis and Bob Kelley are covering the local Golden Gloves bouts.

Lawson Zerbe
PL 3-2600

☆ Coast-to-Coast ☆

WALLACE FORD, starring in "Of Mice and Men" on the Broadway stage, and who did an excerpt from the show with Broderick Crawford on a recent Rudy Vallee program, has had a number of nominations for the "best radio performances of 1937."

Walton Newton, the newest WIP announcer, who hails from Texas, last Friday was assigned to handle the Joe Louis broadcast directly from the stage of the Nixon Grand Theater in Philadelphia. Having only a short time between his previous assignment and that broadcast, Newton hopped a cab and said: "Nixon Theater—in a hurry." The next thing the boy from the Lone Star State knew he was at 52nd and Market Streets. After much detective work he discovered he was at the wrong theater, hopped back into the cab, and made the Nixon Grand broadcast by two minutes. After the broadcast Walton's only words were: "Gosh, down home we only have ONE movie!"

Larry Menkin, CBS writer-director, will have two articles anent radio in a brace of forthcoming advertising magazines, namely: "Radio's Long Pants" in next issue of *The Advertiser* and "Why Don't Someone Tell Me These Things" in March issue of *Advertising Agency*.

Nestle Chocolate Co., for its condensed milk, is starting another South American electrical transcription campaign. Recordings being made through NBC by RCA Victor. Program is a musical.

Jay Jostyn, the Max Tilley of "Life of Mary Sothern" program, will make his debut as a theatrical director next month with the Salon Players (amateur) presentation of "Adam and Eve" at the Jackson Heights Playhouse.

Arthur Boran will be emcee at the affair being staged in the Georgian Room of the Hotel Piccadilly tomorrow night by the Fifth Estate Club.

Beatrice Temmerman, ex-N. W. Ayer radio department, is now with International Radio Sales as a sales secretary.

Philosophical thoughts narrated by Coles Fleming will be heard during a new WHN program called "Out of Life" which starts Saturday at 1:45-2 p.m. Harry Silver at the piano will furnish a musical background for the show.

WSGN, Birmingham

Artemus Calloway, short story editor of News and Age Herald, presenting a series in behalf of the library, sponsored by the News, for benefit of rural schools.

Station for third successive year gave exclusive broadcast of outstanding local sporting event, Golden Gloves Boxing Tournament, Monday and Tuesday.

Samora Temple Band is being presented in a series, which is fed to Alabama network.

WSGN is one of few stations having its own photographic department. A completely equipped lab and developing room is maintained at the transmitter.

"The Story of This Week," dramatized from "This Week" magazine, is aired each Friday night and fed to Alabama network. Ira Leslie, head of production department, directs the shows, using professional players.

WCOA, Pensacola

Ross Smitherman has joined announcing staff. He formerly was with Mobile, Gulfport and Albany, Ga., stations.

Wesley Chalk, sports writer and announcer, has started a new sports series in preparation for baseball season.

Following recent increase in power, an afternoon series of salute programs has been launched on behalf of additional towns now being covered by station.

OMAHA

Duane Gaither has been named assistant manager in charge of station WAAW, succeeding James Douglass, now program director for Central States Broadcasting.

WOW's studios have been undergoing enlarging and remodeling processes.

Martha Bohlsen's "Homemakers Club," sponsored by Nebraska Power Co. and placed by Bozell & Jacobs, is being aired by both WOW and KOIL.

Ralph Wagner of WOW and Harry Johnson of KOIL, sports commentators, have their programs on at exactly the same time.

WELI, New Haven

Phil Buxbaum Jr. starts a new weekly Sports Personalities period, Thursdays at 3:45.

Jack Reilly, formerly WICC-caster, back to WELI as tenor on Wednesdays.

With advent of February, station has added 45 minutes to schedule, making 5:30 the closing hour.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300



MAYNARD MARQUARDT, manager of WCFL, and Mrs. M. are vacationing for a month in Mexico.

Arthur Stringer, who recently resigned as sales promotion manager of WLW and WSAI, is in town for several days.

Friends of Nate P. Colwell, formerly with WBBM and Ruthrauff and Ryan here, have learned of his recent marriage to Ethel Oates Fulford in Toronto where he heads the Joseph Hershey McGillvra office.

Homer Griffith, the Friendly Philosopher of WJJD, has resigned as commercial manager of KFJB, Marshalltown, Ia., and gone to the west coast.

Associated Hospital Service of Illinois has placed its account with Critchfield & Co. and is readying some spot announcements.

Warren Brown, WJJD sports editor, has gone to New York. Russ Hodges is pinchhitting for him.

Ruth Brine, commentator, is featured on WJJD's new noonday Newsreel with Bob Labour, Norman Ross, and Russ Hodges.

Dr. George F. Courrier, president of WHIP and WWAE, addressed the Comers club of Chicago, discussing his recent trip to Europe.

New KDYL Studio Shows

Salt Lake City—Programming at KDYL has taken on new aspect, with current production of 13 studio shows per week. Among these are "Hello Ladies," afternoon woman appeal show, "Let's Take Time Out," morning woman's show, "Sophisticated Swing," "KDYL Varieties" and "Mellow Moods." Shows feature KDYL Variety Orchestra directed by By Woodbury, Shirley Davis, Marjorie Lloyd and guests. All programs directed and produced by Ted Kimball with assistance of KDYL production staff.

Boy Violinist Wins Award

Arnold Eidus, 13-year-old New York violinist, will receive an award of $500 during the "Rising Musical Star" program over NBC-Red Network on Sunday at 10-10:30 p.m., EST. Mischa Elman will make the presentation, which is the regular three-week cycle prize. Young Eidus was selected by the Committee of Awards, composed of Alexander Smallens, Alma Gluck, Ernest Schelling, Efrem Zimbalist, Myra Hess, Olga Samaroff Stokowski and Ernest Hutcheson.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

Crosby Runs Second

Nashville—Bing Crosby runs second to the president of Princeton on 50,000-watt WSM this week. Biggest educational event in the south for the past decade is Vanderbilt University's inauguration of a new Chancellor, Oliver Cromwell Carmichael, and one of highlights of the event takes place tonight when President Dodds of Princeton and U. S. Surgenon General Thomas Parran will talk at the hour when the Crosby show usually is heard. So Crosby is cancelled—for he comes to town every Thursday night but Vanderbilt gets a new Chancellor only once in 30 years.

23 Guest Stars Signed For Victor Arden ETs

Victor Arden has 23 guest stars signed for appearances on his new "Musical Moments" series, sponsored by Chevrolet, which he will start cutting at the World Broadcasting transcription studios on Monday. Those signed are Ruth Carhart, Barry McKinley, Marion Shelby, Ralph Kirbery, Claire Sherman, Guy Robertson, Aileen Stanley, Felix Knight, Lucy Monroe, Jimmy Farrell, Irene Beasley, Howard Price, Lois Bennett, Barry Wood, Kay Thompson, Ray Heatherton, Sally Nelson, Morton Bowe, Shirley Howard, Jack Arthur, Josephine Antoine, James Wilkinson, Evelyn Case, Phil Duey.

Chet Boswell on KQV

Pittsburgh — Chet Boswell, lately of WOR, New York, is now being heard over KQV on Monday, Wednesday and Friday at 1:45 p.m. Chet, who was emcee in many New York clubs, and also on several commercials over WHN and WMCA, has a distinctive song style that sounds like a cross between Morton Downey and Gene Austin. He is also heard on "The Pittsburgher" program, under the direction of Luke Riley, over WJAS on Mondays, Wednesdays and Fridays.

Ken Sisson Extended

Ken Sisson, American musical director and arranger, has been signed again to conduct "Canada 1938." sponsored by Imperial Tobacco Co. Ltd., over a coast-to-coast Canadian network. The contract is for 13 weeks, starting tomorrow. The program will continue to be broadcast Fridays from 10 to 10:45 p.m. EST, and will feature, in addition to Sisson's 30 piece orchestra and 16 voice choir, Russ Titus, baritone; Pauline Winters, soprano; Lionel Shapiro, Manhattan correspondent for the Montreal Gazette, and other guest singers and speakers.

Blair Upped at Rogers & Smith

Chicago—Roland R. Blair has been named radio director of Rogers & Smith Advertising agency. Prior to joining the agency a year ago he was vice president of KMBC, Kansas City.

The Time

FEBRUARY 14 - 15 - 16

The Place

WASHINGTON, D. C.

The Event

NATIONAL ASSN.
OF BROADCASTERS
ANNUAL CONVENTION

Full Coverage

EVERY DAY
IN RADIO DAILY



FAMOUS ARTISTS CORPORATION

California Bank B'ld'g.
9441 Wilshire Blvd.
Beverly Hills

and Affiliate Companies . . .

H. E. EDINGTON - F. W. VINCENT, INC.

FELDMAN-BLUM CORPORATION

and

CHARLES KENNETH FELDMAN CORPORATION

Announces
the Election of

MYRON P. KIRK

As VICE PRESIDENT
In Charge of
RADIO

*

FOR MANY YEARS MR. KIRK HAS BEEN ASSOCIATED WITH RUTH-RAUFF & RYAN, INC., AS VICE PRESIDENT IN CHARGE OF RADIO.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 25 NEW YORK, N. Y., FRIDAY, FEBRUARY 4, 1938 FIVE CENTS

Web Billings to be Soft-Pedalled

TENN. GOVERNOR BUYS RADIO TIME FOR TALK

Nashville—Gov. Gordon Browning of Tennessee, who turned to radio once before to wage his fight against Memphis boss Ed Crump, has again spurned the press and bought time on WSM and a state-wide network at 7 o'clock tonight to give his message on the TVA situation. The governor is in the midst of another controversy over his highly publicized plan of state control of public utility properties in the Tennessee Valley Authority area. On his recent trip to Washington for a conference with the President, he was irked by partisan newspapers, so on his return here he told reporters he had no statement to make but would speak in due time in a way to avoid misrepresentation.

Lohr Sees Television Limited to 100 Cities

New Orleans — Limited television may be available for homes within five years, but stations will be confined to about 100 cities of large population, it was stated by Lenox R. Lohr, NBC president, while passing through here yesterday en route to Hollywood. Release of sets is being held back so that engineers can work on improvements, Lohr said.

C. & S. Again on Spot Over Karloff "Horror"

Washington Bureau, RADIO DAILY

Washington — Chase & Sanborn Hour was put on the spot again yesterday when Senator Herring of Iowa asked for a script of Boris Karloff's recitation of "The Evil Eye",

(Continued on Page 3)

Both Sides

West Coast Bur., RADIO DAILY

Los Angeles—KFWB now has "Women Are News" and "Men in the News" both scheduled on Fridays, with the broadcasts taking place at 11 a.m. and 8 p.m., respectively.

Bernice Chandler handles the women's newscast, while Bruce Jordan is the commentator on topics directed to the males.

CRITICS' FORUM



Question No. 4

Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

Answer

No—58 per cent. Yes—42 per cent.

THE prejudice against transcribed programs is gradually disappearing, due chiefly to better quality of transcriptions, especially music. Such is the consensus of sentiment among radio editors and critics throughout the country as revealed in Radio Daily's first annual Forum.

While the vote was close, 58 to 42 in favor of the ETs, it nevertheless was a better showing than generally expected from a discriminating class of listeners. Among arguments given by each side, in support of its like or dislike of transcribed entertainment, the following were most prominent:

Favoring ET Programs

Good transcribed music is better than bad music by a live orchestra.

If properly rehearsed and recorded, ET shows are nearer perfection than ordinary studio productions.

If the entertainment is there, the fact that it's ET doesn't matter.

Quality music has been available to many stations which otherwise would not have had it.

Improvement in recording, along with first-class talent, is overcoming prejudice.

Opposing ET Programs

Illusion is broken by the term "transcribed."

Element of the unexpected is absent.

Lack personal touch, except in programs like that of Martin Block.

Lack publicity value.

Commercials usually are too long.

"Record static" and "scratch" often prove an irritation.

Should be confined to morning periods.

Records belong in phonographs.

WHK-WCLE Mutual Feeds Increased to 27 Weekly

Cleveland — WHK-WCLE increase their Mutual network feeds to 27 a week beginning Feb. 8 with the addition of five new programs which are slated for 2:15 each afternoon, Monday through Friday. On Monday, "The World Traveler", Don Dewhirst, baritone, will present a program of ballads and light operatic airs. Tuesday, Wednesday and Thursday, "Reveries" will be heard, and on Friday "World Traveler" will return.

"Reveries" will feature the voices of Dick O'Heren, lyric tenor, and Tiny Baker, new soprano find from the locally sponsored (Cleveland Railway) "New Names" show. Narration will be done in a poetic manner by Leslie Biebl of WHK-WCLE announcing staff, as prepared by

(Continued on Page 3)

$250,000 Transmitter Is Being Built by WLS

Chicago — Burridge Butler, WLS president, tomorrow will sign a $250,000 contract to build a new transmitter plant with 580-foot tower on recently acquired 40-acre site between Joliet and LaGrange, 20-odd miles southwest of here. For several years the 50,000-watter has been leasing WENR transmitter with which it shares time on 870 kcs. New project will start on FCC approval. Engineer Tommy Rowe and Treasurer George Cook are in the east inspecting newest apparatus.

Butler, also owner of KOY, Phoenix, and Prairie Farmer Magazine, at 70 plans to continue actively in broadcasting.

NBC and CBS Decide to Drop Releasing of Gross Figures

NBC and CBS executives at a meeting Tuesday decided to discontinue the practice of releasing the monthly gross billing figures. Networks have been handing out the receipts since they started back in the late 1920's.

Understood, however, that some of the NBC executives are not fully convinced that the new rule should be adopted. In any event no move will be made by NBC to repeal the

(Continued on Page 3)

ATL. REFINING, KELLOGG PARTLY SET ON BASEBALL

Philadelphia — Baseball plans for the coming season of both Atlantic Refining and Kellogg were given a preliminary announcement yesterday afternoon at a luncheon tendered Connie Mack, veteran baseball manager. Atlantic baseball network is not yet complete but will include WHT, Harrisburg; WGAL, Lancaster; WORK, York; WSAN, Allentown; WEEU, Reading, and WPG, Atlantic

(Continued on Page 2)

Federal Agency to Handle New Jersey Ad Campaign

Trenton — Federal Advertising Agency of New York has been named by the New Jersey State Advertising Council to prepare the campaign on recreational, industrial, agricultural and residential advantages of N. J. Legislature has appropriated $150,000 for the project.

In addition to the state campaign,

(Continued on Page 3)

WMFF's 3 Candles

Plattsburg, N. Y.—A cake with three candles on it was the order of the day at WMFF yesterday. The 250-watter, of which George F. Bissell is general manager and treasurer, began its career Feb. 3, 1935.

Tomorrow WLW, Cincinnati, throws a half-hour birthday greeting program in honor of the North Country outlet.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Feb. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135	129½	130⅝	— 7⅛
CBS A	18⅛	18	18	— ⅛
Gen. Electric	37⅞	36½	37¼	— 1½
RCA Common	6⅛	5⅞	6	— ⅛
RCA First Pfd.	47⅛	46⅛	46⅜	— ⅞
Stewart Warner	9	8⅞	8⅞	— ⅛
Westinghouse	91½	88¼	88½	— 4½
Zenith Radio	13¼	12¼	12¼	— 1¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅜	14½	14½	— ¾

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Phonographic Network Forming New York Unit

National Phonographic Network Inc. now has more than 100,000 coin-operated machines set for its chain, and a special New York corporation is being formed by a Wall St. group to handle sale of the network here, according to John B. Griffith, president. Griffith flew to Chicago last night for a directors' meeting. He returns to New York next week.

Castle Rejoins WMCA

George C. Castles Jr. has rejoined sales staff of WMCA after an abscence of a year, during which time he was vice-president and director of sales for Supreme Beauty Laboratories.

Joins WEW Sales Staff

St. Louis—F. A. Meyer, former district manager of the old Federal Bake Shops Inc., later a biz broker, has joined the WEW sales staff.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Time Being Contributed In "Sell Nebraska" Drive

Omaha—Nebraska Broadcasters Ass'n is donating the time for the 13-week "Sell Nebraska" campaign which will be conducted for 13 weeks over a wireless network of eight stations including WOW, key station; WAAW, KFOR, KMMJ, KGNF, KGFW, WJAG, KGKY, KOIL and KFAB. Nebraska Junior Chamber of Commerce and the Broadcasters Ass'n are sponsoring the series, part of a nationwide campaign of Associated Industries of Nebraska.

Film Co. May Sponsor Chorus Girl Script Show

A new radio serial written by Colette Lyons and Thelma White, actresses, and dealing with the adventures of a couple of chorus girls, is understood to be under consideration by one of the major film companies for network sponsorship. Program would emanate from the coast, with a live cast, and will be aired for the picture firm's own account to plug screen attractions, according to plans now being discussed. Recordings of the first episodes are now being auditioned.

Alan Kent to Join WNEW

Alan Kent, for six years an announcer with NBC, leaves that organization Feb. 15 to join WNEW. He will head a new full-hour program, expected to start Feb. 21 in a noon spot.

Join Central States

Omaha—Paul C. Brawner, a member of KOIL's dramatic staff for two years, and Harold Burton Thorpe have been added to the Central States Broadcasting System announcer staff. They will work on KOIL, Omaha, and KFOR and KFAB, Lincoln.

Courtney Quits WNEW

Alan Courtney has resigned from WNEW, effective Feb. 19. Courtney, who has been with the station for two and one-half years and figured as emcee in many leading programs, is reported dickering with several agencies on network shows.

Dewey Long in Dual Duties

Birmingham—Dewey Long, who has been appointed to handle the newly opened local office of Radio Sales, division of CBS, also is to handle national spot activities for WAPI, 5,000-watter which recently joined CBS.

Harty Recuperating

Joseph Harty, WMCA traffic manager is recuperating from a recent illness at Easton, Pa., and is expected back at his desk within a week or so.

Harold Betts for WSAI

Cincinnati—Harold Betts, "Romantic Bachelor", discovered in Toledo by WLW-WSAI program director Chester Herman, has joined the WSAI staff.

Atlantic Refining, Kellogg Partly Set on Baseball

(Continued from Page 1)

City. Other towns mentioned are in Pennsylvania.

Kellogg web will use WFIL here and other outlets to the midwest are being set. Both companies have plans for a baseball school such as Kellogg used last season in Chicago. School will be held in five large cities and a list of minor league towns in the East. Ira Thomas, scout for the Athletics, will conduct the Philly school with John W. Coombs coach of Duke University. Sessions will run for 10 weeks, three times weekly. N. W. Ayer & Son handle both accounts.

Additional Disk Suits Are Planned by RCA

Suit filed this week in Federal Court by RCA Mfg. Co. against WBO Broadcasting Co. (WNEW) and Elin Co., sponsors of a program which allegedly used without permission certain Paul Whiteman records in 1936, is understood to be followed by a series of similar actions by RCA. Injunction and damages are sought, along with a declaratory judgment against Whiteman on the question of ownership of records. Whiteman, in a similar suit, has stated he holds the broadcasting rights to the records in question.

Ascap Files Fla. Suit

Jacksonville—Suit was filed yesterday in Federal Court against the Attorney General and other law enforcement officers of the State of Florida by Ascap which seeks to test the constitutionality of the recently enacted law which prohibits Ascap and similar organizations from doing business in the state. Action is along lines of similar suits on file in Montana and Washington.

Schall Succeeds Braun

West Coast Bureau, RADIO DAILY

Los Angeles—Max Schall has been appointed to succeed Bob Braun, resigned, as head of the Thomas Lee Artists Bureau by Lewis Allen Weiss, KHJ-Don Lee general manager. Schall has been with Music Corp. of America. Marty Martyn will become assistant to Schall, folding his own talent agency.

Warwick Sells 2 Serials

Howard Warwick, radio writer, has sold two programs, "The Biggest Little Show" and "Your Problem," transcription serials, to be aired by independent stations throughout the United States and Canada.

WAKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

COMING and GOING

FELIX C. HOLT, publicity director for WXYZ and Michigan Network, returns to Detroit tonight from New York.

WALTER DAMROSCH goes to Washington today to conduct the National Symphony Orchestra at Constitution Hall on Sunday, with GLENN DARWIN going along as soloist.

FOX CASE, head of CBS special events department on the Coast, off to San Francisco to talk to officials of the California International Exposition about special events at the Fair in 1939. Arthur Linkletter, exposition radio manager, announced that $400,000 had been tentatively budgeted for a combined auditorium radio building.

CHARLES DE FOLDS of RCA-Victor in New York is in Hollywood to supervise recordings to be cut this week by Tito Guizar.

STERLING FISHER, director of radio talks and education at CBS, goes to Springfield, Mass., Monday for a speech.

PAUL M. SEGAL, Washington attorney, is en route to Egypt aboard the Exochorda.

PINKY TOMLIN has headed East from Hollywood for six weeks of personal appearances in Pittsburgh, Philadelphia, Washington and other Eastern cities. He will be off the Cantor program for about eight weeks, with his announced marriage to Joanne Alcorne postponed until his return about March 1.

FRANK S. LANE, manager of WDOD, Chattanooga, is in New York.

WILLIAM S. CHERRY JR., head of WPRO, Providence, is in town.

FRANK BISHOP, director of KFEL, Denver, is visiting network headquarters in New York.

W. P. WILLIAMSON JR., president and general manager of WKBN, Youngstown, is another New Yorker this week.

J. MEYERSON of KLZ, Denver, is visiting in town.

GEORGE W. TRENDLE, president of WXYZ, Detroit, and the Michigan Network, and H. Allen Campbell, general manager of the same group, are in New York for a few days.

MURRAY GRABHORN of Hearst's International Radio Sales is on the coast to arrange for moving his family to New York.

CLIFFORD C. FISCHER, revue impresario, sails today on the Champlain for Europe.

JOHN B. GRIFFITH, formerly of Van Cronkhite Associates and now head of National Phonographic Network Inc., which has lined up a network of more than 100,000 coin-operated machines, has gone to Chicago on business and returns to New York next week.

MICHAEL G. KLETZ, insurance man, has left for Hollywood, Fla., for a 10-day vacation.

PHILLIPS H. LORD will spend his Florida vacation at Palm Beach, staying at the Hotel Biltmore.

JOSEPH T. CONNOLLY, publicity director of WFIL, Philadelphia, was a New York visitor yesterday.

BILL ENSIGN, CBS assistant manager of sales, was snowbound in Toronto yesterday.

Sparks in Promotion Post

Fort Wayne, Ind.—Russell Sparks, from Chicago, has been appointed sales promotion manager of WOWO-WGL here, according to W. Ward Dorrell, manager.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

AGENCIES

ROS METZGER of Ruthrauff & Ryan agency is back in his Chicago office after a trip to Cleveland and other points.

LES WEINROTT is handling production on Colgate serial, "Stepmother," for Benton & Bowles, Chicago, at CBS.

CHARLES FLESHER, Young & Rubicam producer, has been shifted from Hollywood to San Francisco to handle the first few airings of the Rush Hughes-Borden series from the Bay City.

ROBERT DURHAM of the Benton & Bowles office in New York is in Hollywood to corral endorsements for the agency's Wonder Bread account.

DR. GEORGE H. GALLUP, v.p. of Young & Rubicam, has returned east from delivering a talk at the University of Iowa. Dr. Gallup has just become a daddy for the third time. It's a daughter.

Anacin to Renew

Anacin Co. on Feb. 25 will renew the "Hammerstein Music Hall" for another 52 week-run on 44 CBS stations, Fridays, 8-8:30 p.m. Blackett-Sample-Hummert is the agency.

New Newspaper-WNEW Tie-Up

WNEW has started a morning "drama and night club" review with Lee Mortimer, Daily Mirror Man About Town, on the air each night at 1:45 a.m. This is in addition to Mortimer's Friday evening spot when he presents guest stars. WNEW also has current tie-ups with the Evening Journal, Newark Ledger, Brooklyn Eagle and Christian Science Monitor.

"Family Counselor" for WTOL

Toledo — Allan D. Grigsby ("The Family Counselor") has signed a 13-week contract to be heard twice weekly from WTOL when that new station goes into operation the middle of February.

Police League on WBNX

Beginning tomorrow afternoon, 5-5:30 p.m., the Police Athletic League will inaugurate a series of amateur hour broadcasts over WBNX. Boys and girls from seven to eighteen years old, members of P.A.L. will appear on the program.

BIRTHDAYS



Greetings from Radio Daily

February 4
John G. Fraser — Jane West

February 5
Eddie Stanley

February 6
Ray Katz — Louis Nizer
Kay Reed — Joseph Rogers

NEW PROGRAMS—IDEAS

Your Number—Your Music

New style transcription airing has been devised by WSGN, Birmingham, under title "Numerology." Listeners send in names, addresses, age and phone numbers. Statistics of individual contributors are added, and last four numbers in each case are used to select a musical disk from transcription library.

Safety Campaign Quiz

On the "Listener Speaks" program, a daily feature over WHIO, Dayton, O., a different motorist is stopped by the traffic cop at the corner of Third and Main Sts., where the broadcast is conducted. The cop then brings the driver over to the microphone to answer questions about traffic regulations. This is confined to just one driver each day and in conjunction with the safety campaign now in effect.

"Thanks for the Memory"

Originally scheduled to have been produced by KNX, Hollywood, the CBS Pacific network's new Sunday night show, "Thanks for the Memory," originates instead at KOIN, Portland, Ore., where it is written and produced. The half-hour show consists of a dramatized "memory" submitted by a listener, plus instrumental and vocal music. The large musical ensemble is directed by Joseph Sampietro. Vocal stars include Dorothy Rolfsness, contralto, and a male quartet. The dramatic skits are written by Henry Swartwood, producer of the show, and are based on actual listener experiences. Tragic, comic or romantic, everyone is invited to submit the outstanding memory of his life for dramatization.

GUEST-ING

ROBERT TAYLOR, on Jack Benny program, Feb. 13 (NBC-Red, 7 p.m.).

ALICE FAYE, on Jack Oakie show, Feb. 8 (CBS, 9:30 p.m.).

BASIL RATHBONE, on Al Jolson program, Feb. 8 (CBS, 8:30 p.m.).

JACK BENNY, on "Good News of 1938," Feb. 17 (NBC-Red, 9 p.m.).

RUTH HARRINGTON, opera singer, on Anice Ives "Everywoman's Hour," today (WMCA, 11:15 a.m.).

GLENN DARWIN, baritone, on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.).

JOHN CORIGLIANO, violinist and assistant concert master of Philharmonic, on "Magazine of the Air," Feb. 6 (CBS, 5 p.m.).

Board for Paley Award

The board that will decide the second William S. Paley Amateur Radio Award for the outstanding performance in radio research, technical development or operating achievement in radio last year will consist of Prof. A. E. Kenneally of Harvard; Rear Admiral Russell R. Waesche, U. S. Coast Guard; Hon. C. P. Edwards, director of radio, Canadian Department of Marine; Rear Admiral Cary T. Grayson and Dr. J. H. Dellinger, chief of the radio section, U. S. Bureau of Standards.

Webs to Stop Releasing Monthly Billing Figures

(Continued from Page 1)

order until CBS is consulted. Feeling among those who advocated the change was that Congressional representatives, what with billings hitting all-time-highs, might get a new taxing itch.

Figures have never been any accurate check on the billings of a network because they were based on the one-time rate. All accounts are billed at least at the 13-time rate along with numerous other discounts for longer term contracts.

Publishers' Information Bureau will continue to release figures monthly.

Federal Agency to Handle New Jersey Ad Campaign

(Continued from Page 1)

an independent advertising campaign is planned by the Board of Freeholders, Newton, N. J., to exploit the attractions of Sussex County.

C. & S. Again on Spot Over Karloff "Horror"

(Continued from Page 1)

by Edgar Allan Poe, on last Sunday's broadcast over NBC-Red, on the grounds that it was "horror" stuff and unsuitable for children's ears. The fact that the poem is a classic does not make it satisfactory for airing to juvenile ears, Herring continued.

Rothier in WQXR Series

Leon Rothier, Metropolitan Opera basso for the past 28 years, starts a series on WQXR titled "Leon Rothier Presents" on Sunday at 2:30-3 p.m. Pitts Sanborn, music critic, will be guest on the first program, with Jules Eckert Goodman, Helen Olheim and Frederick Jagel to appear on subsequent programs.

WHK-WCLE Mutual Feeds Increased to 27 Weekly

(Continued from Page 1)

Robert E. Lee. Instrumental accompaniment will be furnished by Ruth Parks, organist, and Nell Riggs, pianist, on the "Reveries" feature, while Miss Parks will accompany Dewhirst on "World Traveler."

MICHIGAN RADIO NETWORK

The Complete Network Completely Covering Michigan's Eight Major Markets

LOW COST COVERAGE TO 4 MILLION PEOPLE

BLUE NETWORK WXYZ DETROIT
KEY STATION

ORCHESTRAS MUSIC

MIKE RILEY and his orchestra opened a six-week engagement at Cleveland's Trianon Ballroom Tuesday (1) in spite of bruises and bandaged limbs. During the journey from Cincinnati, two of the cars in the Riley caravan tipped over, and the occupants received a thorough shaking-up. Vocalist Marion Miller wore no low-necked dress at the initial appearance of the band in Cleveland, preferring to conceal the quantity of tape on her back. Mike Riley's Orchestra is scheduled for three half hours a week on WGAR.

Vincent Lopez's campaign to make the "Star - Spangled Banner" more singable will be reviewed over WJZ Sunday at 3 p.m. The piano-playing maestro will be on hand, and the Lopez version of the anthem will be sung by Billy Scott, a member of his band.

Emil Coleman is introducing a new Viennese waltz entitled "Lake of Hearts" at the Iridium Room of the St. Regis. The number was imported by Coleman from Austria.

Victor Arden is organizing a Hawaiian orchestra with special arrangements of native Hawaiian and South Sea Island airs. Arden had a similar outfit a number of years ago.

Mark Warnow has been soft-pedalling pop. tunes and is going in heavily for the classics on Heinz "Magazine of the Air" and the Consolidated Edison show.

Kay Kyser, currently appearing at the Blackhawk restaurant in Chicago and heard over Mutual, journeys to Ann Arbor Feb. 11 to provide music for the annual "J-Hop," climax of the social season at the U. of Mich.

The basic formula for Staccato Styled Music, according to Bill McCune, who plays it nightly and on the air, is true staccato notes of a trumpet. And Bill claims he has the best trumpet tooter for this type of music. His name is Pete Rienzi and he is a former Manhattan College bandsman.

Gene Kardos and his band move into Roseland for an extended stay and will be heard twice weekly, Sundays at 5 p.m. and Tuesdays at 9 p.m., over the WHN-WLW wires.

WJSV, Washington

Jim Tully, visiting Arthur Godfrey, was guest of honor at a cocktail party with A. D. Willard Jr., Steve Early and others on hand.

Ann Gillis, CBS director of public affairs here, has been having identity trouble due to the child movie star Ann Gillis who was in town for President's Birthday party.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Little Shots About Big Shots: On his program last Friday nite A. L. Alexander dedicated his coast-to-coast show to the International Ass'n of Fire Fighters and the heroism of firemen....The headquarters of the association down in Washington phoned A. L. for a time confirmation, so that letters might be sent to the various branch offices of the organization to notify their membership to dial in the show....Alexander wired that the show is aired "9:30 p.m. EST and the Pacific Coast show at 8:30 p.m." but Western Union believed that Alexander was all wet—about the Pacific coast show and changed the wire to read "6:30 p.m." deducting three hours from the Eastern show (overlooking the fact that A. L. does a special coast "repeat" show!)....Notices were sent to the branch offices—but the last moment the error was discovered—and Western Union was forced to send wires to the 600 fire organizations, correcting the time. WU did this free—all because of a telegram that cost only 75 cents!**

● ● ● *As racing commentator on WMCA's "Today's Winners," Chief Announcer Bob Carter is continually swamped with tips from fans and he's dropped many fivers down the drain backing the choices of these touting fans—so he finally swore off....A week ago came the tip on a nag tagged "Irish Oak" in the second at Hialeah. ....Carter gave it a brush—and it never fails, the nag bobbed down in front paying a price of* $55.90!

● ● ● **Now that Del Casino is comfortably set in the Hollywoods, this little sidelight can be told....Walter Fleischer, a contact man at Famous has been invaluable to the handsome young warbler, picking his songs, pounding piano at auditions and doing other odd things that any singer can't buy with dough....Just before departing for the coast, Del wanted Walter to run over a tune—but Walter at that moment was occupied in a hot game of pinochle....After one or two requests to leave the card game and get to work, the singer rather menacingly shouted: "Come on, Fleischer, what will it be, pinochle or Casino!"**

● ● ● *With Ken Ash at the controls, sound effects come to life at WIBX, Utica, N. Y. One-man show announcers hear every note and sigh from the studio speaker, start the applause, laugh with the crowds, encourage recorded entertainers—and really project themselves into action—without any feed-back....During the Chicago airing of Phil Spitalny's "Hour of Charm" show, Fern and her magic violin were introduced with these words: "Through the courtesy of the General Electric Company the 'Hour of Charm' presents P. Spitalny . . ." Spitalny then said: "Our first number is 'Powerhouse'"—which prompted John Canning Jr., former radio editor of the Des Moines Register and Tribune, who was in the audience, to remark: "Too many PLUGS!"*

● ● ● **Josef Cherniavsky, now musical director up in Buffalo's Shea Theater and soon going to WLW, Cincy, as baton chef, was given a reception by a group of musicians and artists at a swanky restaurant up there called Old Spain....A young, good-looking chap, leader of the place's four-piece band, expressed his desire to shake hands with Josef. "What is your name?" asked Chernie. To which the fellow replied, "Paul Muni." Assured that he wasn't being joshed into things, Josef asked what made him select this name. Ork leader Paul Muni replied: "Just for a novelty!" ....Tony Wons made one announcement offering free cartoon albums of 65 pages to any one writing in. He has already received 55,000 requests. Announcement was made on Vick's program at 10:30 a.m. Monday over CBS. Morse International, agency handling the account, had to put on a special staff to handle mailing of the picture books.**

PROGRAM REVIEWS

"This Was News"

Another of the well-produced WPA Federal Theater Radio Division programs started its run Wednesday night at 9-9:30 over WHN and the WLW Line. "This Was News," directed by Donald Macfarlane, takes headline events that are destined to live in historical annals and dramatizes them to sound like current news. It's not a bad idea, and the Federal Radio Theater already has shown its expertness and carefulness in handling dramatizations of this kind.

Edition No. 1 in the new series reenacted the World War break between the U. S. and Germany, the passing of John L. Sullivan and the campaign of Carrie Nation against the saloon. Wealth of available material suggests an interesting career for the program.

Tommy Dorsey

Moving from his former Friday night NBC-Blue spot to Wednesdays at 8:30-9 p.m. over NBC-Red network, Tommy Dorsey with his ork and his trombone continue dispensing the sweet and swing music that has made this aggregation a very popular one of its kind. Edythe Wright, Jack Leonard and Three Esquires hold up the vocal end very nicely, while Paul Stewart is emcee. A contest in which amateur swing musicians are given a chance to participate is a promotional feature of this Raleigh cigaret program, and should prove a lively affair.

Dorsey's Feb. 16 broadcast will come from Louisville, and on Feb. 23 he will air from Cincinnati, after which he returns to New York.

Ballard As Swing Editor

Pat Ballard, radio script writer and producer, has been made Swing Editor of College Humor. He will conduct a swing music page each month, and in that connection College Humor is sponsoring a Campus Composer's Contest for original swing songs written by college undergraduates, with Ballard selecting the best for publication. Several radio programs are negotiating for the idea, which is an outgrowth of "The Melody Treasure Hunt" which Ballard did on WOR for a year.

WHK-WCLE, Cleveland

"Hello, There," dinner music program featuring Wayne West and Don Dewhirst, is a nightly WHK feature at 5:45-6.

Kitchen Klenzer's "Meet the Missus" on WHK celebrated its first anniversary yesterday at the Food Craft Shops, with Lew Henry at the mike.

"The Magic Console," wtih Ruth Parks at console and mike, is a new WCLE Sunday feature.

Los Angeles

JEANETTE MacDONALD fetes one of Vick's own discoveries when she presents five-year-old violinist Saundra Maazel as a feature of her "Vick's Open House" program Sunday over CBS at 7 p.m. EST. Wilbur Evans, who has been assisting Miss MacDonald, will be absent this Sunday making concert appearances in the east.

Vic Dalton, owner of KMTR, is back home after being in New York and the East for two months.

CBS ushers collected $56.50 for the President's infantile paralysis fund by selling dime buttons to audiences at "Hollywood Hotel," "What Would You Have Done," and the Paul Whiteman show.

James Julian Tyson, father of Leo Tyson, general manager of KMPC, is visiting his son and taking in the sights of the Southland.

Mary Lou, Fairfax High School graduate, now has her own sustainer on CBS Pacific Coast net each Tuesday evening which isn't heard on KNX in her home town.

Lois Cowan has succeeded Edith Black as publicity purveyor for KMPC.

Frederick Dahlquist, president of American Radio Features and producer of Union Oil's "Thrills," is out of the hospital following an appendicitis operation and back on the job with this week's airing.

Mark Kelly's sportcasting series on CBS Pacific Coast has been renewed by Roi Tan cigars for another 13 weeks. Milton Weinberg is the agency.

Chrysler Corp. has signed for a series of spot announcements on KFI. Station also reports renewal of the "Hello, Peggy" wax series for another full year.

Uncle David, whose "Uncle David's Show" is heard on KMTR Sunday nights at 6:30, has a repertoire of 30 character portrayals and has called into use as many as seven of these on one broadcast.

Thomas Conrad Sawyer's Wednesday program on KFI will be heard 15 minutes earlier, 5:15 instead of 5:30 p.m., in future. Sponsor is Manhattan Soap Co., through Milton Weinberg agency.

Hal Raynor, the clergyman radio writer, has written a special song, "Let's All Be Good Scouts Together," with which Joe Penner salutes the Boy Scouts of America on Sunday.

Lud Gluskin's CBS "On the Air," with Chiquito, Lee Sweetland and Mary Rosetti, switches spots with Music Corp. of America's "What Would You Have Done" by moving from Tuesday night to Friday at 10:15-10:45.

Manly P. Hall, world traveler-lecturer, has a new series over KFAC on Thursdays at 9:30 to 10 p.m. Lal Chand Mehra, who also has an interesting and informative program dealing with his native India on the same station, will appear with Hall on the new series.

☆ Coast-to-Coast ☆

ROBERT SIMMONS will be a featured soloist on the Cities Service program with Frank Black's orchestra and Lucille Manners starting tonight at 8 over NBC-Red. Simmons, in addition to being tenor soloist, is a member of the Revelers. Though the Revelers are no longer on the show, Simmons has been retained as soloist. He will also sing duets with Miss Manners.

William Lyon Phelps of Yale will act as commentator during intermissions on WICC-Colonial Network broadcast of New Haven Symphony Orchestra, Feb. 7 at 8:30 p.m.

Jack Hasty has written a playlet, visualizing what would happen on Broadway if Abraham Lincoln walked down the street today, for the Feb. 13 broadcast of "On Broadway" over NBC-Blue at 3 p.m. Tom Gunn will portray Lincoln. Others in cast will be Frank Provo, Helene Dumas, John Brown, Charles Webster and James Van Dyke. Jack Mullen is director.

Ray Heatherton and Jack Powell continue for a third week in person at the Roxy, along with the 20th Century-Fox film, "Happy Landing," with Sonja Henie and Don Ameche.

"Jolly Bill" Steinke, "Happy" Lewis, Judy Smith, Vivienne Dixon, Harriet Brent and others have been added to the list of talent who will be at the Fifth Estate Club party in the Hotel Piccadilly tonight.

Michael A. Romano, who plays one of the leading parts in the Sunbrite Junior Nurse Corps air show, is a well-known Chicago lawyer in the daytime.

In cooperation with Cleveland College of Western Reserve University, WHK is presenting a contest for a three-hour scholarship to the school. Each evening this week, a member of the college faculty has come to the studios for a five-minute talk on the subject, "Where Do You Get Your Manners?". At the conclusion of the talk five questions are asked and the listener sending in the most correct answers to the entire 25 questions receives the scholarship award. Speakers in the series are judges.

Among the dissolutions filed with Secretary of State in Albany is one by the Tupper Lake Broadcasting Co. Inc., Franklin County, filed by R. Hastings of Tupper Lake.

WHEC, Rochester, is airing George Toporcer, former St. Louis Cardinal baseball star and present manager of the Hazelton Eastern League club, in a series of 20-minute programs sponsored by Socony oil. Toporcer fires baseball questions at his air audience on Tuesday, Socony paying cash prizes for the best answers. On Thursdays, Toporcer interviews big league ball players.

RICHMOND

Randolph Bruce has joined WRTD sales staff, coming from WCHV.

WRVA tendered a luncheon to the sales managers following their district meet here this week.

Alvin Cone is another new member of WRTD sales force.

KNOW, Austin, Texas

James W. Pate, g.m., demonstrated his oratory at annual Austin Advertising Club Kick-Off Ball.

Max S. Carruthers, former time salesman at KOMA, has joined commercial department.

Lenard Kreuz, former chief engineer of KRLH, has joined technical staff, replacing Henry Post, who resumes engineering course at U. of Tex.

Winthrop C. Sherman has been added to announcing staff.

Charles C. Rider is back in sales department after two-year absence.

Gwendolyn Gill, from WACO, has joined as chief accountant.

Virginia Donoho, is now staff pianist. She has been director and co-producer of Vita Gold Gang show and Co-Ed Trio.

Schaffners at WMT

Cedar Rapids—Neil and Caroline Schaffner, formerly of "National Barn Dance," are now doing a daily "Bugtussle News" over WMT here.

LINCOLN

J. B. Lake is now in full swing as program director at KFWB, Hutchinson, Kans.

Harry Johnson is now doing double duty, since Bob Cunningham left the Omaha studios of KFAB. Johnson has both Lincoln and Omaha sports assignments to fill.

Lyle DeMoss, on the anniversary of his second year as KFAB's man-on-the-street, was stymied in a regular broadcast when Governor Cochran and Mayor Copeland descended on him. They stopped the show and made presentation of a National Research Bureau certificate of merit made out to him. Stunt was promoted by Joe di Natale, the station's publicity man.

WLW, Cincinnati

Pappy Shannon and his "Hoosier Housewarming," sponsored by F. & F. Cough Remedy, moved from Wednesday to Sunday night.

Carrie Jacobs-Bond's latest song, "A Long Time Ago," will have its premiere Tuesday at 7:15 p.m. on "Vocal Vanities."

"Mikado" will be repeated Feb. 11 and 18 over WLW-Mutual due to requests.

Chicago

RAY JONES secretary of AFRA chapter here and member of national negotiating committee is back from New York, where committee met with network and agency reps. Another meeting scheduled in about ten days.

Little Jackie Heller has been engaged as regular headliner on NBC "Club Matinee" series.

William Meredith, author of NBC's "Last of the Lockwoods," is papa of son.

Cliff Peterson of the Escorts and Betty is singing for Curley Bradley of the Ranch Boys, who is ill.

Mercedes McCambridge, NBC actress, is out of "Lights Out" and other shows because of illness. Betty Winkler has been taking over for her.

Omaha Remote Ban Jams Musicians' Situation

Omaha — Although radio stations here have agreed to sign contracts totalling $50,000 a year with musicians' union, the union members have withdrawn permission for stations to handle remote control broadcasts from various ballrooms in the city. A single exception is the Chermot ballroom.

WOW had signed Freddie Ebener's 12-piece ork for two years at $21,000 a year. When decision was announced, John J. Gillin, WOW g.m., balked. Ernest Nordeen Sr., union head, is trying to work out a solution.

WROK Broadcasts Flood

Rockford, Ill.—When two creeks within the city limits of Rockford went on a rampage one day last week, driving more than 500 persons from their homes, WROK went into action. Its mobile transmitter was on the job early with Morey Owens, John McCloy and George Menard broadcasting descriptions of the flooded areas and rescue work while their teeth chattered into the mike. Maury Nelson, on his way to the transmitter earlier, was forced to detour twice, and then arrived to find water in the transmitter house basement, but the sign on was on time.

New Kid Program

"Answer It", new kid program with a quiz twist, sponsored by Columbian Laundry, Newark, starts Feb. 12 at 5:45-6 p.m. on WOR. Mary D. Chase will conduct.

KSD, St. Louis

Frank Eschen, program director, returned this week from a belated Hot Springs vacation.

Two new sports programs have been started, "Midday Sports Review," six-weekly with Frank Eschen at mike, and "Sportlights," six-weekly with J. Roy Stockton and Eschen.

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Special Input Equipment Now Being Built for WJR

Detroit — Speech input equipment of new and unusual design for WJR, is being built on special order by Western Electric Co. It has been designed by Bell Laboratories Engineers to meet the specifications of A. Friedenthal, engineer in charge of the station's studio facilities. Installation will include two type 23 speech input units, with arrangements for handling programs from the station's three studios and for handling network programs, remote pickups and electrical transcriptions. The equipment will also meet Friedenthal's requirements for a two-way talk-back system. Talk-back is accomplished instantaneously without manipulation of switches or keys.

The master control desk will be of unique form, with panels disposed conveniently about the master control operator's position and with telephone communication facilities incorporated in the design. Relay type output switches will be built into this control desk, making remote control available in all studios. The master control room will be located seven floors below the studios in the golden tower of the Fisher building.

The new speech input equipment will replace an assembly of equipment built by the same manufacturer and acquired over an extended period of time since the station first went on the air. Leo Fitzpatrick, vice-president and general manager of WJR, has been the driving force behind building up this station from its modest beginning to its present outstanding position with a 50 kilowatt transmitter.

The new studio equipment will require from 19 to 21 weeks to manufacture, and is scheduled for delivery during the next eight weeks.

KSFO Adds Control Room

San Francisco — KSFO here has just completed installation of a new control room, announcer's studio and duplicate transcriptions to accommodate increased production schedule. Western Electric 23A speech equipment is used. Installations were made under direction of chief engineer R. V. Howard.

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WE FURNISH
Electrical Lighting Equipment of Any Kind
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NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,106,714—Automatic Radio Station Selector. Emile Brugger, Valley Stream, N. Y.

2,106,715—Autcmatic Radio Control. Emile Brugger, Valley Stream, N. Y.

2,106,753—Electric Discharge Tube or Lamp. Anton Lederer, Vienna, Austria; Catherine Danzer and General Conrad Randa, executors of said Anton Lederer, deceased, assignors to Ernest Anton Lederer.

2,106,754—Electric Discharge Device. Anton Lederer, deceased, late of Vienna, Austria, by Katherine Danzer and Conrad Randa, executors, Vienna, Austria, assignors to Ernest Anton Lederer.

2,106,770—Apparatus and Method for Receiving Electromagnetic Wave Signals on Dielectric Guides. George C. Southworth and Archie P. King. Red Bank, N. J., assignors to Bell Telephone Laboratories.

2,106,771—Ultrahigh Frequency Signaling. George Clark Southworth, Red Bank, N. J., assignor to American Telephone and Telegraph Company.

2,106,776—Receiving System. Bertram Trevor and Ralph Waldo George, Riverhead, N. Y., assignors to RCA.

2,106,806—Relay System. Chester W. Latimer, West Orange, N. J., and James L. Finch, Patchogue, and Harold H. Beverage, Riverhead, N. Y., assignors to RCA.

2,106,821—Piezoelectric Crystal Controlled Oscillator Circuits. Harry Tunick, Rye, N. Y., assignor to RCA.

2,106,831—Electric Control System. John W. Dawson, Wilkinsburg, Pa., assignor to Westinghouse Electric & Manufacturing Company.

2,106,847 — Electric Discharge Apparatus. Heinrich Kniepkamp, Berlin-Pankow, Germany, assignor to Siemens-Schuckertwerke Aktiengesellschaft, Berlin-Siemensstadt, Germany.

2,106,855—Space-Current Device. Noah C. Pearcy, Park Ridge, Ill., assignor to Westinghouse Electric & Manufacturing Company.

2,106,857—Vapor Electric Device. Joseph Slepian, Pittsburgh, and Leon R. Ludwig, Forest Hills, Pa., assignors to Westinghouse Electric & Manufacturing Company.

2,107,125—Amplifying and Reproducing System. Benjamin F. Miessner, Short Hills, N. J., assignor, by mesne assignments, to RCA.

2,107,132—Condenser Construction. Franklin S. Smith, New Haven, Conn.

2,107,155—Radio Directional Indicator. James D. Kleinkauf, East Orange, and De Loss K. Martin, West Orange, N. J., assignors to Bell Telephone Laboratories, Inc., New York, N. Y.

2,107,254—Electric Tube Construction. Clarence A. Horn, Roselle Park, N. J., assignor to Acturus Development Company, Newark, N. J.

New KSD Equipment

St. Louis—Latest wide-frequency-range velocity mike and recently perfected uni-directional mike have been added by KSD here. Both are RCA items. Station reports excellent results with the combination, particularly in balancing solo work against orchestral background when both units emanate from single studio.

WIBG Improvements

Glenside, Pa. — Although its plans for a power boost have met with a temporary delay in Washington, WIBG here is going ahead with other improvements. Large, modern sound-proof studios will be built at Mount Carmel Avenue and East Road in center of Glenside. Latest equipment will be installed, and the job is expected to be complete about February 15.

Start Expansion Program

St. Louis—WEW has begun initial work on its $75,000 expansion program. Two new sound-proof studios, a control room and general and private offices will be added. Air conditioning and the latest indirect lighting will be utilized.

To Exhibit at Brussels

Inglewood, Cal.—Universal Microphone Co. will exhibit recording machines, disks and accessories at the Brussels International Fair late in February, the company has announced. Shipment was made from Los Angeles this week.

New Lighting System

Salt Lake City—New overhead diffused lighting system has been installed in downtown studios of KSL here. Ten new-type chandeliers are now in use.

COLUMBUS

Ella Mae Ives, authority on home economics, is opening a series on WCOL.

Frank Ferneau's orchestra is to become the first Columbus band to have a regular network schedule from a local hotel. The Ferneau outfit, succeeding Sammy Watkins at the Neil House, will feed to Mutual each week via WHKC.

Ohio State Employment Service is using radio to good advantage by conducting a "Help Wanted" program every Friday over WOSU.

NEW HAVEN

"Theater News on the Air," former WELI feature, has its debut on WICC on Tuesday, 3:45. Evelyn Gerstein conducts.

Murray L. Grossman, WBRY business manager, will entertain Jack Dempsey and sportswriters at dinner at the Hotel Taft preceding the Beatty-Fitch match. Dick Walsh, sportscaster on the WBRY oil commercial, will interview Dempsey across the dinner table and the broadcast will come from the Hotel Taft.

WBS Vertical Cut ETs Utilized by 49 Agencies

Vertical-cut wide range transcription facilities of World Broadcasting System were utilized by a total of 49 advertising agencies placing a total of 108 selective broadcasting campaigns in 1937, according to Norton Cotterill, WBS vice-president. H. W. Kastor & Sons led the list of users with 19 campaigns, followed by Blackett-Sample-Hummert, 13; BBDO, 7; Maxon, 4; Walker & Downing, 4, and other agencies using a smaller number.

WSPR Tries D-X Show

Springfield, Mass.—First D-X show of WSPR here, conducted recently by chief engineer Hillis W. Holt, continues to bring in heavy mail response, the station reports. Holt, who built the station, ran a two-hour recorded program, acting as announcer as well as operator during major portion of the period, with engineer Russell F. Pinney at the transmitter and engineer Allen R. Bradley assisting at studio building.

Saviers at WOWO-WGL

Fort Wayne, Ind.—George Saviers, Westinghouse engineer from Chicopee Falls, Mass., who aided in construction of the new transmitter plant here last spring, has been added to station's technical staff.

In New Quarters

Chicago—Brock Forsythe Co., rep. for Presto Recording Co., has moved to larger quarters at 540 N. Michigan Avenue.

THE ANSWER IS
Yes...
We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.
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PHILADELPHIA

Ruth Sheehan succeeds Carolyn Ann Cross as head of WIP "Home-Makers Club."

Agnes McCabe, former secretary to Jim Aull, p.a., is now in complete charge of the traffic department at KYW.

Frank Hall, singing emcee at Benny the Bum's, has signed a 15-week contract for Henry Potter's WPEN aircast.

Whispering Jack Smith will be given an afternoon spot on WCAU in addition to his regular late spots.

A new cast makes its debut with the return of the "Melody Man" to WFIL, with Mill Spooner as the "Melody Man," and Vernon Crawford as the "stooge."

Milton J. Feldman, editor of Radio Press, local fan sheet, will trek altarward with Marcia Schwartz shortly.

Lester Joy, manager of KYW, has been appointed to the Publicity Committee for the dedication of Franklin Institute. The President will attend.

Angelo Palange, who has just taken on a new feature the WPEN "Amateur Hour," is shortly to take it from the station's studios to the stage of a vaude house.

William Swayze and Barbara Thorne will be co-starred on an evening spot with their songs over WCAU.

Don Bovay, will be heard on a seven-day schedule over WCAU.

Powers Gouraud made eight speeches during personal appearances within the past five days, in addition to his nightly broadcast over WCAU.

WKBN, Youngstown

Mikeman Stewart Dean took time out for a trip to his home in Hamilton, Ont., where he did a little skiing.

Midyear commencement exercises of Memorial High School, Campbell, O., were aired in a special broadcast with the mike handled by Anthony Ross, member of the school faculty and of the WKBN staff. Radio's place in education was discussed, with several students brought to the mike. Broadcast created wide interest.

A line was installed in a big downtown store to give a picture for Colleen Moore's Doll House on exhibit.

KDYL, Salt Lake City

Al Priddy, announcer, assumes post of assistant news editor. Priddy recently became Master Sergeant in the U. S. Army Reserve.

Ted Kimball, announcer, takes part of the Answer Man broadcast from the stage of the Capitol Theater.

Floyd Farr, chief announcer, handling three local audience shows, "Hello Ladies," "Wally Roth in Concert" and "Mellow Moods."

Walter Wagstaff, commercial manager, sporting a 1938 Oldsmobile.

WHBC, Canton, O.

Vic Decker, sportscaster, has started a basketball series from city auditorium.

"Memos on the Maestros," also conducted by Decker, devotes 15 minutes weekly to big-time band leaders.

NEW BUSINESS

WBT, Charlotte: Procter & Gamble (White Naptha Soap), announcements, through Radio Sales; Olson Rug Co., ETs, through Presba, Fellers & Presba; Carolina Baking Co. (O'Boy Bread), ETs, through Freitag Advertising Agency; Holland Furnace, spots, through Ruthrauff & Ryan; United Drug, spots, through Spot Broadcasting; Refrigeration & Air Cond. Training Corp., ETs, through National Classified Adv. Agency; Free State Beer, announcements, through Harry J. Patz Co.; Welch Grape Juice, ETs, through H. W. Kastor & Sons; Robertson Chemical Corp., (fertilizer), announcements, through Staples & Staples.

WEW, St. Louis: Dr. Legear Medicine Co. (poultry, livestock, dog prescriptions), announcements.

WGN, Chicago: Bayuk Cigars, "Highlights of Sport" with Qun Ryan, through McKee, Albright & Ivey; Cleveland Cleaner & Paste Co., participation, through Campbell Sanford Advertising Co.

WIND, Gary & Chicago: Carter Medicine Co., spots, through Spot Broadcasting Co.; Chicago, Milwaukee & St. Paul R. R., spots, through Roche Williams & Cunnyngham.

WHO, Des Moines: Earl Ferris Nursery Co.; Sterling Casualty Insurance Co., through Frankel-Rose Co.; Procter & Gamble (Drene), announcements, through H. W. Kastor & Co.; Dri-Brite, Inc., announcements, through Louis Westheimer & Co.; Crescent Cracker & Macaroni Co.; Penn Tobacco Co., news, through Ruthrauff & Ryan; Publishers Service, (Woman's World), through Albert Kircher Co.; Farmers Hybrid Seed Corn Co., announcements.

WNEW, New York: Axton-Fisher Tobacco Co. (Twenty Grand Cigarettes), spots, through McCann-Erickson.

BOSTON

Paul Curley and WMEX have parted. Paul's father is former governor of Massachusetts.

John A. Holman, general manager of WBZ-WBZA, addressed the Rotary Club of Portland on "Radio, Bulwark of Peace."

Paul Bellaie, local representative for WOR, has signed Parker Games, Salem, for series of announcements, through John Queen of Boston.

Dorothy Coy now being featured by WEEI nightly as the "Personality Girl" with Charles Hector's Rhythm Revue.

KTUL, Tulsa

Rosalie Barry, pianist, and Bertha Zimmerman, violinist, featured in first series of broadcasts.

John Esau, former manager WBBZ, Ponca City and KASA, Elk City, has been named merchandising and promotion manager of KTUL.

RADIO EXECUTIVES READ RADIO DAILY EVERY MORNING— —TO REACH THEM

"A TEST WILL TELL"

ADVERTISE REGULARLY IN

RADIO DAILY

WBAP, Fort Worth

W. Lee O'Daniel, whose Hillbilly Boys are heard eight times weekly for a flour sponsor, is to build his own broadcasting studio here for his programs.

John Bremond, former NBC actor, is now a regular member of "Black Night" mystery dramas. Nelson Olmsted, announcer, also appears. Five of the 13 chillers already aired were written by Virginia Willten of station's continuity staff.

WBAP alone received 3,000 letters in first two weeks for the "Plans of Helen's Home" folder containing blueprints of the home visualized by the serial's author, Della West Decker.

WWL, New Orleans

Since inception of its new early morning programs, locally produced, station has closed national advertising deals for two of the spots between station opening and 9 a.m. Women's World has bought Pinkey and the staff orchestra, while Good and Reese are putting on Luther Geldner, singer and guitarist, with his sidekick, Billy Lyons, another singer.

Station recently went in for a prize contest to boost the a.m. audience and check on listeners. It offered a $10 prize for the best title to cover morning Musical Clock period and "Dawn Busters" won.

Mary Allford has joined the business office.

WSOC, Charlotte

Charles Hicks, program director, is convalescing after a nervous breakdown. Ron Jenkins is pinch-hitter.

As a supplement to former market data, station has commissioned Walter P. Burns & Associates to do an impartial survey of its market.

Pillsbury's Women in White" joins schedule Feb. 28.

Cliff Williams is newest addition to announcing staff.

E. J. Gluck, manager, in Washington this week for hearing on frequency change.

W. C. Irwin, commercial manager, back from New York, Chicago, Minneapolis, etc.

Dewey Drum off to Augusta, Ga., for regional commercials.

ONE MINUTE INTERVIEW

LEE GRANT

"Ten-thirty at night should be the zero hour of Radio as far as 'loud music' is concerned. At that time, all brass sections should be removed to give the radio listener a chance to relax and afterward enjoy a good night's rest without having his eardrums still hum with the queer sounds that brasses produce. If the people upstairs want to dance after that ten-thirty hour, they can do it just as well with 'sweet licks.'"

F. C. C. ACTIVITIES

HEARINGS SCHEDULED

Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW. unlimited.

Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

WPAX, Thomasville, Ga. CP to increase hours of operation and power to 100 watts, 250 watts LS., unlimited. 1210 kc.

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Mar. 23: WMBG, Richmond. CP to increase power to 1KW., 5 KW. LS. 1350 kc., unlimited.

WBNX, New York. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., shares time.

WHBL, Sheboygan, Wis. CP to increase power to 250 watts, 1 KW. LS. 1300 kc., unlimited.

WTAQ, Green Bay, Wis. CP to increase power to 1 KW., 5 KW. LS. 1330 kc., unlimited.

Mar. 28: WKBN, Youngstown. Mod. of CP. 570 kc., 500 watts, unlimited.

WTAD, Quincy, Ill. CP to change hours of operation to unlimited. 900 kc., 1 KW.

Mar. 29: Fredericksburg Broadcasting Corp., Fredericksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

Cuyahoga Valley Broadcasting Co., Cleveland, Ohio. CP for new station. 1500 kc., 100 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

APPLICATIONS GRANTED

KLZ, Denver, Colo. CP for new high frequency station. 31600, 35600, 38600, 41000 kc., 100 watts.

W2XAD, Schenectady. CP for changes in equipment, addition of two frequencies, 9550 kc., and 21,500 kc., 100 watts.

W1XAL, Boston. CP to add two frequencies, 11,730 kc., and 15,130 kc. 20 watts, unlimited.

EXAMINERS' RECOMMENDATIONS

John P. Harris, Hutchinson, Kan. CP for new station. 710 kc., 1 KW., daytime, be denied.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited, be granted.

WJR, Detroit

Jimmy Stevenson, news reporter, goes to Tawas City up north Saturday night to place the crown on the queen of Winter Sports Carnival.

WJR stockholders have just received regular quarterly dividend of 40 cents a share.

A single announcement on "Hermit's Cave" program Sunday night drew 12,817 pieces of mail up to noon Wednesday. Carter Coal Co., sponsor, and Ralph H. Jones agency, Cincinnati, had prepared only 2,500 folders and thereby lost a bet to Owen Uridge, WJR sales manager, who predicted not less than 10,000 returns for the week.

"Jeanette Pringle" has been renewed by Pringle Furniture Co. for fifth year, through Charles Rule Agency.

WBTM, Danville, Va.

George Heffernan and his concert ensemble, one of station's musical units, is airing nightly from dining room of a leading local hotel.

"Theater of the Air" takes a brief vacation tomorrow and drives to Norfolk to air "Dark Cadence" over WTAR. Cast travels in a special bus.

Station's "Concert Hour", directed by George Heffernan and with Basil Browder, baritone, recently dedicated its program to one of oldest local clothing stores on occasion of its 72nd birthday.

WOV, New York

Dr. Rino Colla Negri, Ph.D., has joined announcers' staff.

Joseph Boley, WOV and International Broadcasting Corp. announcer, is one of the commentators for Paramount Newsreel.

Norman Thomas, Socialist leader, will speak on Sunday's "Public Service Forum" at 4 p.m.

We want a

NAME SPONSOR

FOR ONE OF THE

BEST SHOW BUYS IN RADIO!

To the first time-buyer with a name account, or the manufacturer of a name product, who phones, writes or wires the WOR Sales Department, 1440 Broadway, in New York, goes one of the best show buys in radio for the year 1938 . . .

JOHN GAMBLING'S GYM CLASS

A show which . . .

(1) . . . has been consistently sponsored for more than 10 years by such well-known firms as E. R. Squibb & Son, Colgate-Palmolive-Peet Co., Nestle Food Co., and others. And whose last sponsor used the Gym Class for 4 years, doubling his total sales during each year of sponsorship.

(2) A show which has a larger morning listening audience than any one show on any one station in the country.

(3) A show which sent 35,000 people into one sponsor's stores in 6 weeks, and sent 6000 other people into the stores of another sponsor within 6 hours after one announcement.

JOHN GAMBLING'S GYM CLASS is one of those radio buys which every time-buyer wishes he could lay hands on *EVERY* day. A show that is a natural for practically any product, and has been pulling its head off for some of America's smartest radio advertisers!

WOR

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 26 NEW YORK, N. Y., MONDAY, FEBRUARY 7, 1938 FIVE CENTS

CBS Television Plans Are Delayed

Delivery of Transmitter by RCA is Behind Schedule

By HOWARD J. LONDON

The non-delivery as per schedule, of the new CBS television transmitter has disrupted the network's 1938 television plans. RCA had planned to deliver the new equipment by now, but for certain reasons transmitter will not be delivered until April 1.

With at least a 60-day delay already chalked up, it will probably be late summer before CBS completes installation of its equipment on the 74th floor of the Chrysler Tower and

(*Continued on Page 3*)

SALES HEADS TO OFFER BIG AGENDA AT NAB MEET

Broadcast sales managers, who have been holding district meetings in various parts of the country the past few weeks, are expected to offer a highly interesting agenda at the NAB convention at the Willard Hotel, Washington, Feb. 14-16. In addition to discussing the sales end, some of the preliminary meetings have taken up other topics such as the union situation, musicians, general station

(*Continued on Page 3*)

New Sales, News Heads Named by KWTO-KGBX

Springfield, Mo. — Promotion of John E. Pearson, former national accounts manager of KWTO and head of the KWTO-KGBX news department, to the post of sales manager for the station in charge of local and

(*Continued on Page 2*)

Governor of Tennessee Praises Radio's Fairness

Nashville—Governor Gordon Browning, who bought time on WSM for a talk Friday night after newspapers allegedly misrepresented his plan for rural electrification, praised radio as medium for getting a mes-

(*Continued on Page 2*)

Juneau Managing KYA

San Francisco—Clarence B. Juneau has been appointed general manager of KYA, local Hearst outlet. Juneau has been in radio on the Coast for the past 14 years, having managed KMTR and KEHE, Los Angeles; KTAB, San Francisco, now KSFO, and KGB, San Diego, and was active in the organization of California Radio System. He succeeds Bob Roberts, resigned.

CRITICS' FORUM



QUESTION No. 5

Can small unaffiliated local stations successfully buck network shows, and how?

ANSWER

Principal suggestions: (1) By localizing schedules like local newspapers instead of aping networks; (2) play up events, speakers, news and talent of local interest; (3) use less recorded stuff.

GENERALLY speaking, the small independent stations have little chance to buck the networks which have greater resources in both facilities and talent, but they can make considerable progress in that direction by intensified local showmanship, according to radio editors and critics of the country participating in RADIO DAILY'S Forum.

Networks are in a strong position not only because they can put on more elaborate programs, but also due to the fact that they have the "name" talent which gets national publicity and which the public therefore is anxious or curious to hear, it is pointed out. To offset this, the nation's radio editors offer a number of suggestions, including:

Make the local station program like the home-town newspaper.

Feature news, events and speakers of local interest.

Use less recording material.

Keep an ear to the ground for the likes and dislikes of listeners, and make changes accordingly.

Develop more local artists — but only those with genuine talent.

Utilize local dramatic groups.

Try more novelties and do things differently, instead of aping networks and thereby inviting harmful comparisons.

Cater to special tastes, such as WQXR does in New York.

Take advantage of small station's flexibility of schedule by giving listeners something different when other stations are all airing baseball or football.

Use somewhat the same kind of showmanship that local independent movie theaters employ to compete with circuit houses.

The opinions of the nation's radio editors on whether the industry should be controlled, regulated or censored by the government will appear tomorrow.

AIR CONDITIONING DISKS GOING ON 50 STATIONS

Chicago—The Chicago Engineering Works (Refrigeration & Air Conditioning Institute) plans new series of 5 and 15-minute transcriptions titled "The Camera Speaks" on more than 50 American and Canadian stations. Produced by Weco, subsidiary of James R. Lunke & Associates. Sam Bartlett is author of the shows, which dramatize unusual news events. Waxings are being made at Columbia Transcription service.

Gen'l Mills Expanding "Those Happy Gilmans"

Chicago—"Those Happy Gilmans," which General Mills has been testing on WTMJ, Milwaukee, for Corn Kix (cereal), will be put on Buffalo and Hartford stations shortly. Plan is to introduce also in several other markets, probably eventually making a network show of it. Blackett-Sample-Hummert handles it.

☆ THE WEEK IN RADIO ☆

. . . Webs Soft-Pedal Billings

By M. H. SHAPIRO

MAJOR webs will revert to the policy of not releasing monthly gross revenue figures except through the medium of the Publishers Information Bureau, which will give them out on or about the 20th of the month following . . . just what advantages this policy may have is problematical . . . if the figures are believed to rile certain parties, it makes no difference whether they are out on the 3rd of the month or 20th . . . and it is still a question as to how accurate the figures are when they are "gross" literally, and do not take into account the various discounts. . . .

NBC and RCA elected new members to the board . . . newcomers including Dr. James R. Angell . . . CBS set its tentative 1937 net as $4,297,600 equal to $2.50 a share . . . Chicago recording studios expect to get back into harness following the AFM deadline of Feb. 25, after

(*Continued on Page 2*)

Skipping to Swing

Muncie, Ind.—Carl Noble, musical director of WLBC, was called to the phone after his program the other day and got the surprise of his life. An ardent fan called up to tell him how much she enjoyed the swing of his music and said: "My little three-year-old daughter enjoys it very much, too, because she can skip rope to your rhythm."

Fem Ventriloquist

Longview, Tex. — What is believed to be the first woman ventriloquist on the air has been put on the KFRO schedule by James R. Curtis, president of "Voice of Longview." She is Joan Thompson and she appears with "Willie Talk" as her wooden co-worker. Program has attracted much attention in these parts and station hopes to transcribe it.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Saturday, Feb. 5*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134	130⅛	133½	+ 1⅝
CBS A	19¼	18⅞	19¼	+ 1¼
CBS B	19	18¾	19	+ 1
Gen. Electric	39¾	38⅝	39¼	+ 1½
RCA Common	6¼	6	6⅛	+ ⅛
RCA First Pfd.	46¼	45½	45½	— 1½
Stewart Warner	9¼	8⅞	9¼	+ ¼
Westinghouse	94	90¼	93½	+ 2¾
Zenith Radio	13¼	12¾	13⅛	+ ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

Blackett to London

Chicago—Hill Blackett, president of Blackett-Sample-Hummert, has sailed for Europe with a view to opening an office in London. Blackett sailed on Conte De Savoia and goes to Italy first.

Kirby Hawkes, radio director of B.S.H., who is sailing for England on Feb. 12 will meet Blackett in Europe.

Norman Siegel to Hollywood

Cleveland—Norman Siegel, radio editor of The Cleveland Press and Newspaper Enterprise Association, left Friday for Hollywood for a five-week stay. He will do a series on radio and the movies while on the coast. Siegel has just finished a television series.

Renewing Phil Baker

Gulf Refining Co., through Young & Rubicam Inc., on Feb. 20 will renew Phil Baker show for another 52-week run on 62 CBS stations, Sundays, 7:30-8 p.m.

KMMJ

Clay Center, Neb.

The favorite family station

☆ THE WEEK IN RADIO ☆

. . . Webs Soft-Pedal Billings

(*Continued from Page 1*)

which the studios will be working under license agreements . . . AFRA is continuing its negotiations with the networks, the latter seeming to favor this affiliate of the AFL as against other organizations if its employes are to be unionized . . .some 65 nations were represented at the opening of the International Communications Conference in Cairo (Egypt) on Feb. 2 . . . Bill in Congress asked for a Pan-American station to promote goodwill. . . .

Eddie Cantor leaves the Texaco show to start for Camels on March 28 on CBS, with Benny Goodman orchestra continuing and Jack Oakie dropping out . . . Atlantic Refining and Kellogg Company will use the baseball school idea such as the latter used in Chicago last season . . . both these accounts, handled by N. W. Ayer & Son, will have hookups of their own for the league baseball games to be sponsored, the Atlantic Refining group of outlets being mostly in Penn. for its minor league coverage and Kellogg working out an Eastern as well as strong midwest setup . . . WLS going in for a new $250,000 transmitter . . . ban on Texas race horse dope resulted in WSM, Nashville, getting a break . . . WHAS dedicated its new transmitter. . . .

RADIO DAILY's Critics' Forum reveals the likes and dislikes of important radio editors and writers throughout the country . . . questions commented upon and appearing the past week in R.D. included favorable answers to radio's progress, how shows can be improved, newscasts, educational programs and attitude toward electrical transcriptions. . . . Broadcast Sales Managers group from the East met in Albany and talked mostly about ways and means of utilizing the local musician situations and "turning these drains on the treasury into cash at the box-office."

Governor of Tennessee Praises Radio's Fairness

(*Continued from Page 1*)

sage to the people without fear of editorial distortion.

"When a news agency deliberately indulges in slime and low falsification, it is time to engage some decent medium for giving the public correct information," said Browning. "Thank God for a medium through which this can be said to the people of Tennessee."

Browning had previously resorted to radio to talk to his constituents on intra-state politics.

WTAM is Moving Today Into $300,000 Studios

Cleveland — Studios of WTAM, Cleveland's 50,000-watt station, managed and operated by NBC, move into new $300,000 location in the National Broadcasting Co. Building here today. Vernon H. Pribble, station manager, has set dedication of the studios during the week of Feb. 14. Entertainments, dinners and special programs, with various organizations participating, will be held during WTAM's housewarming week.

The station now occupies four floors in a 22-story building at Ninth & Superior. Latest technical and design equipment makes WTAM studios the finest NBC broadcasting plant in the country for its size, according to J. J. Arnone, NBC construction engineer, who was also in charge of building Radio City studios.

Many of NBC's chief executives will participate in the dedication ceremonies on Feb. 19.

R. B. McAlister Married

Lubbock, Tex. — R. B. McAlister, sports commentator on KFYO, and Marjorie Tunnell were married recently.

New Sales, News Heads Named by KWTO-KGBX

(*Continued from Page 1*)

national accounts, and appointment of Floyd M. Sullivan as news editor is announced by Ralph D. Foster, station manager. Pearson organized the station's news department and had been handling it in addition to his other duties. His new post, however, will require full time attention. Sullivan is a veteran newspaper editor and KWTO-KGBX commentator.

Mutual System to Carry 3 Hours of Coast Shows

Mutual will take three hours of evening shows from the Coast beginning Feb. 27. Some of the sustainings will be programs that are being resumed and will include "Hawaii calls from Honolulu," Brown Sisters, vocal trio; George Fischer's "Hollywood Whispers," a revival program; Ozzie Nelson and others. The Indianapolis Symphony Orchestra heard opposite the NBC Toscanini programs will include guest stars such as Albert Spalding, violinist, and Richard Bonelli, tenor.

COMING and GOING

EARLE C. ANTHONY, head of KFI-KECA, Los Angeles, sailed Saturday on the Normandie for Europe. He is accompanied by MRS. ANTHONY.

ROY H. THOMSON, president of Northern Broadcasting Co. Ltd., operating CFCH, North Bay; CJKL, Kirkland Lake, and CKGB, Timmins, Canada, has returned to Canada following a month's vacation in Florida.

LOREN WATSON of AMP transcriptions arrived in Ottawa today to attend the Canadian Broadcasters Ass'n annual convention.

JOE WEED, head of Weed & Co., station reps, left Friday for Canada combining the visit with attendance at the CAB convention in Ottawa and a call at the All-Canada Radio Facilities Ltd. in Toronto.

ADELAIDE KLEIN, actress, sails Feb. 11 for her first vacation in years. Will spend three weeks in Mexico.

GOGO DELYS returns from the coast late this month.

ARTHUR KUDNER of the advertising agency bearing his name sailed Saturday on the Normandie for Europe.

CARLO BUTI, Italian singer, sailed Saturday on the Conte di Savoia for Italy.

LINTON WELLS, "Magic Key of RCA" commentator, left Friday on an air and rail journey to the capitals of two Latin-American countries and to the west coast. He will interview foreign correspondents in Guatemala City, Feb. 13; Mexico City, Feb. 20, and San Francisco, Feb. 27. MRS. WELLS accompanies him on the trip.

WINIFRED CECIL, after singing on the Coca-Cola "Songshop" program last Friday night, sailed Saturday for Italy, where she is to sing at La Scala in Milan.

NORMAN SIEGEL, radio editor of Cleveland Press and NEA, has gone to Hollywood to do a radio-movie series.

JIM MEYERSON of the Oklahoma network, left New York on Saturday to return West.

JACK ARTHUR, emcee, and SYLVIA FROOS, EVELYN CASE, VANDY CAPE, SID GARY and JACQUES ROTH sailed on the Normandie last Saturday as entertainers on the 22-day cruise to Rio de Janeiro.

PAT WEAVER of Young & Rubicam arrives in New York early this week from the coast to discuss future plans on current shows.

JOHN T. CAREY and HERB SHERMAN, sales managers of Chicago's WIND and WJJD, respectively, are on an eastern trip.

KEN ELLINGTON, special events announcer at WBBM, Chicago, flew to New York for weekend visit.

ELLA LOGAN leaves the Chez Paree, Chicago, on Friday for Miami, with LOU HOLTZ going into the Chi spot.

J. KELLY SMITH, general manager of Radio Sales Inc., off to visit Birmingham, Charlotte and Washington.

MURRAY GRABHORN of Hearst's International Radio Sales has returned east from the coast.

ANNE SEYMOUR of "Story of Mary Marlin" is in New York from Chicago for a week's visit.

ALAN COURTNEY

(Singing M. C. with a personal following of 400,000 buyers)

announces that on February 19, 1938 he is leaving WNEW after 2½ years—completing 9½ years of record-breaking performances in radio—and is now ready to negotiate direct with sponsors and agencies.

NICK KENNY—N. Y. Daily Mirror
"Alan Courtney's program is one of my favorites."
ALTON COOK—N. Y. World-Telegram
"Alan Courtney brings a striking change in master of ceremonies style."
BEN GROSS—N. Y. Daily News
"Alan Courtney is a first-rate entertainer."

Write Box A-128, RADIO DAILY, 1501 Broadway, N. Y. C.
or Phone Boulevard 8-1143

CBS Television Plans Delayed by Equipment

(Continued from Page 1)

completes the customary test period. When it will start a regular operating schedule is still a guess. Dr. P. C. Goldmark, television research engineer, and Gilbert Seldes, programming, are continuing their respective work in the meantime.

The Chrysler Tower is now undergoing alterations to accommodate the new equipment and orders have been placed for the Grand Central Palace studio equipment. But plans for the construction of a studio in the latter building have been abandoned.

New setup calls for no permanent studio. Movable scenery will be the only props. What with little or nothing of a definite nature being known about what is the best plan for constructing a television studio, network television personnel agreed that a permanent studio would be subject to numerous revisions as its television experiments progressed.

One plan calls for the grouping of numerous scenery units into a single arc-shaped unit with the camera (iconoscope) and all the necessary equipment located in the center of the arc. Under this set-up, scenes depicting several portions of a drama or individual experiments could be made without any of the delays which the moving of scenery or camera equipment would otherwise entail.

The coaxial cable which will connect Grand Central Palace with the Chrysler Bldg. has not been installed yet, but will be started as soon as a definite delivery date is set for transmitter.

AGENCIES

THE BIOW CO. has resigned from G. Krueger Brewing Co. account because of other conflicting interests.

G. WILLIAM ANDERSON, formerly of the newspaper field, and Kenneth Joy, advertising consultant, have formed Anderson & Joy Inc. Offices are at 271 Madison Ave.

HOMER McKEE, former president of his own agency, has joined Erwin, Wasey & Co., Chicago, as a vice-president. McKee's son, Robert, is also joining the agency and will serve in an executive capacity.

H. L. STEDFIELD, formerly with Reuben H. Donnelley Corp., has formed his own advertising firm with offices at 202 West 42nd St. Arthur W. Rollka and Ann Kelman are associated with Stedfield.

LOUIS E. JACOBSON has resigned from J. Walter Thompson Co., Chicago radio department, to join WGN as a producer.

Cherniavsky at WLW Feb. 15

Cincinnati—Josef Cherniavsky, recently signed by James D. Shouse, v.p. of Crosley Radio Corp., for the musical staff of WLW-WSAI, takes up his new duties Feb. 15. Cherniavsky and William Stoess will work together to coordinate activities of the musical department.

NEW PROGRAMS—IDEAS

School "Radio Lab"

Three-weekly street interview feature, sponsored by Mayflower service stations over WFAS, White Plains, N. Y., was switched this month to a high school "radio laboratory," where students in communities served can bring their own ideas to the microphone. Show is outgrowth of thoughts expressed by students in interview broadcasts. Each school is assigned a week on the airwaves, with schedule embracing such varied presentations as a quiz, aired by business classes, a panel discussion on current events, a condensed version of actual classroom session, and offerings from school music ensembles. First shot by Harrison High School had business students preparing the commercials, and other undergraduates doing the spieling. Plan was conceived by B. M. Middleton, station sales manager. Millicent Tralle, WFAS women's director, contacts the schools and coordinates programs, while production is handled by Frank A. Seitz in cooperation with George Allen, program director for J. Stirling Getchell Inc., agency which has the account.

"Let's Get Together"

This is quiz for juniors, in which Lewis Wolfe, New York City public school teacher, highlights some historic incident, subsequently inviting questions and asking them of his studio audience, which consists of children between the ages of eight and twelve. Show airs Sundays 12-12:30 p.m. over WINS, New York.

Nestle Milk Joins Coast Show

Nestle Milk Products Inc. on Feb. 15 will take a portion of the "Women's Magazine of the Air" participation period on the five NBC-Red Pacific stations plus KFSD, KMED and the McClatchy group, 4-4:15 p.m. (PST), to plug Alpine coffee. Contract is signed for 13 weeks through Leon Livingston Adv. Agency, Los Angeles.

CBS Options Tony Sarg Show

Sound Masters Inc. has sold an option on "Tony Sarg's Puppet Parade" to Columbia Artists Inc. Teddy Bergman, program director of Sound Masters, is to handle all production. The program is an original musical fantasy which deals with the imaginary private lives of Tony Sarg's marionettes.

Mlle. Boulanger NBC Series

Mlle. Nadia Boulanger, French musician and pedagogue, who arrived in this country last week to become the first woman ever to conduct the Boston Symphony Orchestra, will be heard over NBC-Red in a series of four programs devoted to choral music, beginning Saturday at 10:30 a.m.

Remotes for Omaha

Omaha—Omaha radio stations are now broadcasting remote control pickups from local ballrooms as the result of a special agreement reached with Omaha musicians' union.

Foster May is Candidate

Omaha—Newscaster Foster May of WOW has filed for Democratic candidate for congressman on the primary ballot.

Bruce Quisenberry Honored

Joplin, Mo. — Bruce Quisenberry, special events director of WMBH, has been awarded the local Gold Key from the U. S. Junior Chamber of Commerce for outstanding civic work during 1937. He was chosen as the young man of the city who had been most valuable to his city by a committee of three members of the Joplin Senior Chamber of Commerce, which makes the selection for the junior group.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

Sales Heads to Offer Big Agenda at NAB Meet

(Continued from Page 1)

policies that affect sales activities, and the proposed NAB reorganization plan, which is the main purpose of next week's meeting.

Frank R. McNinch, FCC chairman, and Senator Burton K. Wheeler are among speakers who will address the opening session, with President John Elmer presiding. Edwin M. Spence is convention chairman.

Stock Changes Reported

Washington Bureau, RADIO DAILY

Washington—Report of CBS to the Securities and Exchange Commission at the end of last month shows that Harry C. Butcher, chief of CBS here, acquired 125 shares of Class A stock, raising his total to 300; Jacob Paley sold 4,000 of same class to his daughter and now holds 21,458 shares, while Samuel Paley sold 200 of Class A, reporting 18,000 at end of month. In Class B, Samuel Paley reported holding 2,000 shares, and 26,000 voting trust certificates, while Jacob Paley held 33,362 voting trust certificates.

Powel Crosley Jr. gave away 689 shares of Crosley Radio Corp. common, still holding 151,369 shares. Gwendolyn Crosley disposed of 1,378 as a gift and still has 129,532.

Joseph A. Sisto disposed of 4,000 shares of Majestic Radio & Television common stock and now holds only 25 shares. Harry Stein disposed of 300 shares and now holds no equity securities of the company.

MICHIGAN
TEST ANY WORTH WHILE PRODUCT
on 8 Stations
in 8 Major Cities
on 1 Complete Network
at One Low Cost
MICHIGAN
WXYZ (KEY STATION) DETROIT
RADIO NETWORK

GUEST-ING

HUMPHREY BOGART, on Feg Murray-Ozzie Nelson program, Feb. 13 (NBC-Blue, 7:30 p.m.) ANITA LOUISE, same program, Feb. 20; MADELEINE CARROLL, March 6; BORIS KARLOFF, March 13.

MARGARET ANGLIN, BARRY WOOD, HOWARD PRICE and LUCIELLE BROWNING, on "Hammerstein Music Hall," Feb. 11 (CBS 8 p.m.)

BURGESS MEREDITH, on Paul Whiteman program, Feb. 11 (CBS, 8:30 p.m.)

JAMES MELTON and NADINE CONNER, on "Songshop," Feb. 11 (CBS, 10 p.m.)

WALTER HUSTON, in "The Signal," on "Your Hollywood Parade," Feb. 9 (NBC-Red, 10 p.m.)

ARTHUR DONOVAN, referee, on Bill Stern's "Sports Scraps," Feb. 13 (NBC-Blue, 11:45 a.m.)

VIRGINIA BRUCE, JOHN CARRADINE and JAMES STEWART, on "Good News of 1938," Feb. 10 (NBC-Red, 9 p.m.)

ANNA MAY WONG, GAIL PATRICK, AKIM TAMIROFF, LLOYD NOLAN, in "Dangerous to Know," on "Hollywood Hotel," Feb. 11 (CBS, 9 p.m.)

Further Rise Is Seen In Canadian Radio Fee

Toronto—As Major Gladstone Murray of Canadian Broadcasting Corp. has indicated he must have still another $500,000 a year for corporation needs, it is predicted that a further increase in radio set license fees will be made. Critics of the boost to $2.50 which starts shortly declare the charge may eventually reach $7.50 yearly, the same as in New Zealand.

Meanwhile a probe of CBC finance situation is being talked at Ottawa.

H. G. Hormer Appointed

West Coast Bureau, RADIO DAILY

Los Angeles—H. G. Hormer, has been appointed managing director of 2GB and 2UE, Sydney, Australia, as well as of Broadcasting Service Association Ltd., transcription affiliate, according to advices reaching Dr. R. L. Power, American representative.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.



● ● ● Miami: Thinking Out Loud (and sometimes talking out of turn) ....As our train pulled out of Richmond, Va., we gazed thru the windows anxiously looking over the territories that have just been names to this reporter in the column—and we took particular notice of the southern states—because many times people have told us that we're "from Dixie"! ....Gertrude Berg's wise selection of players for her "Goldbergs" is evidenced in the fact that two of the cast are currently engaged in Broadway productions—George Tobias, who is Mike, is the Russian of Broadway's "You Can't Take It With You," and Everett Sloane, Molly's Sammy, is in the new hit "All That Glitters"....Funny that Oscar Bradley once hired a tutor to help him get rid of his heavy English accent—and now this same accent helps him get many laughs (and earn a livelihood) via the Phil Baker show....Lee Sims, just before he opened at Loew's State, received a radiogram from the London Symphony Orchestra advising him they are going to introduce his symphony—and would he please appear as guest artist—Sims goes June 1....A wire says the Brewers' Ass'n show featuring Lou Holtz, MR. Richard Himber, Connie Boswell (or Jane Froman) with (maybe) Ted Husing starts on CBS Feb. 14.

● ● ● *Funny, but no sooner do we leave Broadway and our domicile than word and news from all parts of the country confronts us down here under the palm trees, such as: Sarabeth Barger of WHO, Des Moines, who is not a singer or actress but just reads commercials—receiving a silver cup for the most pleasing personality in radio by the Humble Boosters—whatever they are.... Sidney Kaufman, cinema commentator of WQXR, who reviews the reviews of critics, gets fan mail from celebrities and critics.... Sam Henderson of WORL, Boston, during a street interview offered one buck to the person giving him a live turtle . . . before he could turn around to get his second breath, a man walked up and handed him one, collecting the buck!*

● ● ● Wonder if the boys and girls around the office envy this co-worker now—if they could see the torture we're having with this sunburn—which we snatched the first day—for fear that the Floridians would just shower us with attention and keep us out of the sun. Looks like we'll spend the rest of the time between vinegar bathcovers....Saw Bobby Feldman, WMCA's nite mayor, diving off the hi-board at the Roney-Plaza pool....Joan Abbott looks so sweet at the Dempsey-Vanderbilt with a dark tan and her platinum locks....Just heard an interesting bit about Gabriel Heatter from his daughter, Maida, vacationing here. Her dad disappears during the day from his home—and not even his wife or rest of the family knows where he is for eight hours at a stretch. Seems he has a room someplace without a phone and goes there to write his daily air chatter undisturbed by visitors or calls....Fields and Hall auditioned their new comedy routine over WEAF for a Chicago meat packer last week and Ann Brae has joined the team for the "giggly" effects.... Cas Franklin, for the past several months baritone soloist at the Hotel Stevens, Chicago and heard through WBBM, is back in Manhattan and will take a movie test within the next ten days.

● ● ● *From WMC, Memphis, comes word that the program dept. there is awaiting with bated breath the decision of the National Safety Council as to what city wins the* 1937 *Council award....Seems that if Memphis wins, WMC can claim a substantial share of credit. The station on its own initiative established four weekly safety program series in addition to several special event broadcasts and a spot announcement campaign....Furthermore, the report states, since no other Memphis station presented safety broadcasts on regular basis, WMC feels it's entitled to a lion's share because of its radio activities in this field.*

☆ F. C. C. ACTIVITIES ☆

APPLICATION GRANTED

WMMN, Fairmont, W. Va. CP to increase power to 1 KW., 5 KW. LS. 890 kc., unlimited.

APPLICATION DENIED

Gomer Thomas, Bellingham, Wash. CP for new station. 1420 kc., 100 watts, unlimited.

T. E. Kirksey, Waco, Tex. CP for new station. 930 kc., 250 watts, 500 watts LS., unlimited.

John C. Hughes, Phenix City, Ala. CP for new station.

HEARINGS SCHEDULED

Feb. 9: Harry M. Ayers, Anniston, Ala. CP for new station. 1420 kc., 100 watts, daytime.

S. B. Quigley, Mobile, Ala. CP for new station. 1200 kc., 100 watts, daytime.

Roberts-MacNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Feb. 11: WAPI, Birmingham. Vol. assignment of license to Voice of Alabama, Inc. 1140 kc., 5 KW. shares time.

APPLICATIONS RECEIVED

City of New York Municipal Broadcasting System, New York. CP for new high frequency station. 26,100 kc., 100 watts.

Laredo Broadcasting Co., Inc., Laredo, Tex. CP for new station. 630 kc., 500 watts, unlimited.

Midwest Broadcasting Corp., Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

EXAMINERS' RECOMMENDATIONS

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime, be denied.

WACO, Waco, Tex. CP to increase power to 100 watts, 250 watts LS. be granted. 1420 kc., unlimited.

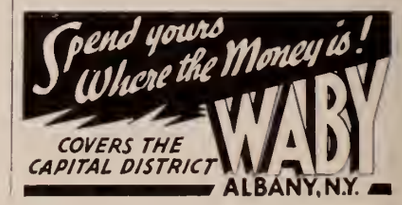
Church of Jesus Christ of Latter-Day Saints, Salt Lake City. CP for new international short-wave station. 6020, 9510, 11710, 15170, 25675 kc., 50 KW., unlimited, be granted.

W. H. Kindig, Hollywood. CP for new station. 710 kc., 500 watts, limited, be dismissed.

Dozen U. S. Commercials Signed by Canadian Chain

Montreal—A dozen big U. S. commercials are among accounts signed the past month by Northern Broadcasting Co. for its three stations, CFCH, North Bay; CKGB, Timmins, and CJKL, Kirkland Lake, according to Don L. Bassell, manager of the local office. Shows include Jell-O, Chase & Sanborn Hour, "Kraft Music Hall," Rudy Vallee, "One Man's Family", "Carnation Contented Hour", Borden (Rush Hughes), Lifebuoy's "Big Sister" and Al Jolson, Rinso's "Big Town". Tucketts Tobacco and Bee Hive also have joined the schedule.

Roy H. Thomson, president of Northern, is back from a month's vacation in Florida.



HEINZ MAGAZINE OF THE AIR

Under the Musical Direction of



Mark Warnow

Featuring

CHANNING POLLACK . *Playwright & Philosopher*
MORTON BOWE . . . . *Popular Tenor*
THE HEINZ ORCHESTRA *and* CHORUS
and
GUEST STARS

☆

EVERY SUNDAY 5:00 to 5:30 P. M. *Eastern Time*
OVER THE COLUMBIA NETWORK
FROM COAST TO COAST

☆

MARK WARNOW
Managed Exclusively by
THE COLUMBIA ARTISTS, INC.

57

PROGRAM REVIEWS

Kate Smith Hour

Abbott and Costello, new comedy team which made its debut last Thursday night on the Kate Smith program over CBS, has a good style of delivery for radio effectiveness. It's the old vaudeville cross-fire formula, which always is good when the material is, and in this instance the comedy stuff was half fresh and half vintage. With the right break in the way of gags, the new combination ought to click well.

Another swell item on the program was the "Affairs of Anatol" skit with Miriam Hopkins and James Rennie. Tom Richley, vibraphone artist, and Mrs. Hortense Odlum, head of Bonwit-Teller store, also provided entertaining and interesting bits. Jack Miller's band and the Ted Straeter singing group rounded out the Ted Collins production.

Cities Service Hour

Dr. Frank Black took over from Rosario Bourdon the baton on the veteran Cities Service last Friday night over NBC-Red, with soprano Lucille Manners continuing as star vocalist and Robert Simmons of The Revellers coming in for a featured vocal spot. Program in general does not deviate from the previous successful pattern. Dr. Black handled the orchestral end with plenty of sweep and color, equally efficient in semi-classics and in more popular renditions. Miss Manners did beautifully in "La Habanera," "Blue Room" and other numbers, while Simmons made nice work of his numbers, including "I Still Love to Kiss You Goodnight," and in duets with Miss Manners, such as "They Didn't Believe Me" and "Can I Forget You," and there was added vocal effectiveness by the chorus. All in all, a fine program.

"Streets of New York"

These dramatizations by the New York City WPA radio unit, aired over WINS at 3:30-4 p.m. on Fridays, revive incidents in the early history of the big town and its development along metropolitan lines to the present day. First episode, "Fifth Avenue," gave glimpses of famous old hostelries such as the Fifth Avenue and the Albert, also noted personages of the day as well as the shanty folk who were ousted to make way for progress, and finally down to the modern thoroughfare and more recent events and celebrations that took place on it. Production and acting are good.

Briefly

Maurice Spitalny, new musical head at KDKA, Pittsburgh, went over the NBC-Blue network Friday after the news period at 6 p.m. in a program of dinner music that had plenty of unobtrusive enjoyment in it. Though hardly a fair opportunity for Maurice to spread himself, the program was very pleasing.

Mitzi Green scored on Paul Whiteman's show over CBS last Friday night, singing "Thanks for the Memory" and later doing some of her clever impersonations. Miss Green has matured considerably in professional adeptness and talent, and sounds mighty good.

Alice Remsen added some vocal enjoyment to the "Death Valley Days" serial on NBC-Blue last Friday night. Cast as a saloon singer in the western pioneer days, she brought back memories with a rousing rendition of "Tarara-boom-de-ay."

Those Rexall transcriptions, "Coast to Coast Frolic," with Walter Cassel, Willie Morris, the Don Voorhees orchestra, Don Ross as emcee and Jean Paul King commentating pack a lot of stuff into 15 minutes.

School Days

Seattle—KVI of Seattle-Tacoma always has at least one member of its staff going to college and working a shift. Jerry Geehan, sports announcer, is finishing up at College of Puget Sound. Nick Porozoff, announcer, is a junior at the U. of Wash. Jim Wallace, chief engineer, is taking graduate work for a M.S. degree. Betty Kuhl and Dorothy Ann Simpson of business office also were taking about 12 hours each for their degrees when they started in at KVI.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

HERB HOLLISTER

OUT in Wichita, the folks consider Herb Hollister, general manager of KANS, just about tops as a live-wire, aggressive young man with the ability to do things. Word to the same effect also has spread around the country, for Herb's 100-watter made news last year when, at the age of six months, it went NBC—and Herb personally made news by being elected to the NAB board of directors.

Born Sept. 11, 1899, in St. Louis, Herb began tinkering with radio some 15 years ago when he started a radio shop in Emporia, Kan. Later he moved back to Kansas City, where he spent his youth, and owned and managed WLBF for five years before going to Wichita. The record he established in building up KANS is one of the success stories of that region.

Hollister also is a partner with Don Searle, newly appointed general manager of Central States Broadcasting System, Omaha, in the ownership of KMMJ, Clay Center, Neb.

He married Elizabeth Atteberry in 1923 and there is a Herb Hollister III.



Did big buildup job on 100-watter .....

Inter-Office Survey

Philadelphia — Following out an idea of Benedict Gimble Jr., WIP president, who believes that the families of station employees constitute a fair cross-section of the radio audience, WIP is now conducting an extensive survey of the 68 employees on its staff to ascertain their likes and dislikes.

News While It's Hot

Pittsburg, Kan.—It happened just across the street from the offices of KOAM. Two members of the staff were eye witnesses.

There was a shot, screams. A man pursuing a woman across the sidewalk. More shots. A man fell, fatally wounded. Woman collapsed under a hail of blows from the killer's gun. Four bystanders pinned the murderer to the pavement.

Five minutes later, KOAM was on the air with a news flash. Within 50 minutes, the special events and news departments had a 15-minute program on the air, with an eye-witness account of the shooting and a report on killer's confession in police headquarters.

"Waiting for Lefty" on WQXR

"Waiting for Lefty," the Clifford Odets one-acter that attracted considerable attention on the New York stage a few seasons back, will be presented in the WPA Federal Theater Radio Division's "Contemporary Theater" series tomorrow night at 9:15 over WQXR. Arun Foxman is directing.

Leo Fischer Four A's Treasurer

At a meeting of the international board of the Associated Actors and Artistes of America, held Friday afternoon, Leo Fischer, was elected international treasurer, to succeed Otto Steinert, who resigned. Fischer is executive secretary of the American Guild of Musical Artists.

Atlas-KFWB Deal

West Coast Bureau, RADIO DAILY

Los Angeles—Herbert R. Ebenstein, president of Atlas Radio Corp., now in Hollywood, announces a deal has been consummated with KFWB as local outlet for release of Atlas programs and exclusive franchise holder for the Los Angeles territory.

PROMOTION

Sales Boosts on Bible Dramas

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

Cellophane Dollars

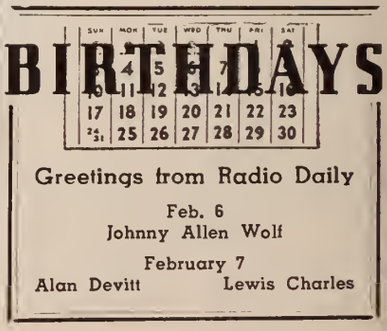
Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

WLBC, Muncie, Ind.

E. Pierre deMiller, news editor, has his eyes on facsimile news transmission. DeMiller has added to his department a complete photo outfit.

Donald Burton, owner, has inaugurated new era of programs. Station has undergone a complete revision of scheduling with many new programs to be added as others fade from the airlanes. Ottis Rousch, chief announcer and Carl Noble, musical director, collaborating on many of the new programs to be on the airwaves this week.

Francis "Jake" Higgins, special events announcer, finally has revealed his new wrinkle for his "Sports of Today" program, daily feature. Higgins has studio crammed once-a-week with members of the Magic City Rifle League for discussion on the fine points of shooting. Higgins says he's going to stage a William Tell exhibition for his air listeners soon.





BASIL LOUGHRANE, production director of "Margot of Castlewood" and "Cabin at the Crossroads" for Lord & Thomas, was pressed into service as announcer on both shows when Charlie Lyon, regular, was summoned to hospital because of sudden illness of wife.

Vincent Pelletier, free lance announcer, takes over the "Kay Kyser Musical Klass" for Lucky Strike tomorrow. He replaces Russ Russell. Jack Latham of American Tobacco Co. and T. Wells of Lord & Thomas came out from New York last Tuesday to get show started.

Russ Perkins, WAAF baritone, has launched a new series titled "Song Webs."

Don Bolt and Sylvia Stone have a new one on WAAF titled "Sentimental Journeys." Bolt reads verse, Miss Stone sings and Estelle Barnes provides instrumental interludes.

Jack Baker, NBC tenor, has been assigned permanently to the "Breakfast Club." Fran Allison and Annette King are heard on alternate weeks.

Irma Lyon of NBC piano team of Marlow and Lyon to make guest appearance with Illinois Symphony Orchestra in concert on Feb. 13.

Leonard Dubkin, radio press agent, has opened quarters in Merchandise Mart.

Morrey Lipsey, MCA radio chief here, back at work on a full day basis again after long sick siege.

Little Lucy Gillman who plays leading part in Swift's "Junior Nurse Corps" out of hospital following appendectomy and plans to be back on air in another week.

H. A. Bezazian is batting for Don Foster (Will Irvin), radio editor of Daily Times, who has gone to Havana on vacation and picture taking expedition.

Charles Carroll, imported from Hollywood to headline the new "Margot of Castlewood" series, admits that he is really Charles Bradt of Jackson, Mich.

Bob Guilbert, headliner of Iodent's "Don Winslow," back to Mount Vernon, Ia., to help dedicate Cornell College's new theater which has a radio studio as an adjunct.

Saphier Opens Coast Office

West Coast Bureau, RADIO DAILY

Los Angeles—James Saphier, who has been sizing up the Hollywood scene for the past month or so, opens offices in the Taft Building, Hollywood and Vine, Monday.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

ORCHESTRAS - MUSIC

PAUL WHITEMAN and Raymond Scott have just completed a unique musical alliance whereby Whiteman's Orchestra will be the first to play, in full orchestral arrangement, the modernistic new tunes created by the prolific composer of such hits as "Powerhouse" and "Twilight in Turkey." Whiteman will air the music on his Friday CBS programs. The new arrangement requires Paul's arranger, Joe Glover, virtually to spend more time with the Scott Quintet than he does with the Whiteman ensemble, in order to make orchestration changes from quintet to full orchestral style.

If all the musical scores which Ralph Slade has arranged were placed end to end, they would reach more than ten miles, and Slade says he can furnish the proof. Slade, in addition to being arranger, also conducts his popular mid-western orchestra heard twice weekly over WMT and every Tuesday over the Iowa Network, WMT plus KSO in Des Moines.

Sammy Robbins and his new swing band, which recently opened a limited engagement at the Emerson Hotel, Baltimore, have drummed up the best biz there in months.

Jerry Livingston, maestro - composer, has had his contract extended at Laurel-in-the-Pines for the rest of the season.

Ace Harris and the Sunset Royal Orchestra are touring the eastern seaboard down south until the middle of the month, then go to the Cotton Club, Cincinnati, for two weeks.

Jimmy Dorsey's crew, with June Richmond as vocalist, play Palace Theater in Chicago this week. Then they do several one-nighters before coming to the Hotel New Yorker.

Abe Lyman, whose Californians' orchestra currently grace the airwaves on the "Waltz Time" show and is heard several times weekly via WOR from Billy Rose's Casa Manana, has added two vocalists to his organization. They are Frank Parrish and Olga Sardi and will be heard doing the vocals during the Lyman broadcasts from Casa Manana.

When the Phil Baker series returns to New York, bandsman Oscar Bradley will find himself one of the town's busiest persons. In addition to his radio work, he is scheduled to make theatrical and hotel appearances, and he is set for a series of musical movie shorts.

Lyn Murray's Four Clubmen are now being heard on a twice-weekly sustaining series on WABC. In addition to the Clubmen, Lyn also has the 20-voice mixed chorus on the "Magazine of the Air" commercial, and the vocal septet which frequently guest stars on the Al Pearce program.

Al Donahue is airing nightly at 11 from the Colony Club, Palm Beach, over WJNO.

Blue Barron, young Cleveland orchestra leader who made his New York debut at the Green Room of the Hotel Edison last month, has augmented his orchestral aggregation with engagement of the Three Blue Notes, vocal trio. Barron and his orchestra have been signed to a recording contract by Victor.

WISN, Milwaukee

Household Finance Co. sponsor of the regular morning News Flashes broadcast Mondays through Saturdays at 9:30, has renewed for 52 weeks effective Feb. 28. Alan Hale, news commentator, will continue to give the latest in local and national news.

A special all-German program was presented on Sunday, 10:30-11:30 a.m., featuring Milwaukee Singing Society, oldest organization of its kind in Wisconsin. Max Niggermeier, Elsie Schmidt, Mary Brandl and Jack Soine, all well-known in German musical societies in Milwaukee and Wisconsin, sang solos. Program was under direction of Bernard Hofmann, president of Steuben Society and president of Federation of German-American societies in Wisconsin.

WPAY, Portsmouth, O.

Mrs. Emma Carolyn Smith, lyric soprano, heard Mondays and Thursdays at 9 p.m., is a newcomer to the schedule who is making a hit.

A program especially designed for shut-ins is being aired daily at 4 p.m.

WIBW, Topeka

Ezra Hawkins, hillbilly comedian and star of the hour-long "Kansas Roundup," found out something about his wide popularity last week when he celebrated his 37th birthday, with presents and greetings coming from far and wide. Ezra, whose real name is Ed Keen, has been with WIBW off and on since 1928 for a total of four years. His programs feature hillbilly comedy and songs, homey humor and philosophy and square dance fiddling.

WIBW believes in showing the advertised product to potential customers who visit the studios. So a small chick brooder holding 25 small White Rock chicks is stationed in the lobby of the "home station"—the only station of its kind that is located in what was formerly a private home. Product advertised is Purina Chick Startena.

Ed Oliver, whose full name is Ed Oliver Letson, is now heard in the role of singing announcer every Sunday at noon, with Elsa Schlangen at the organ.



GEORGE ROBERTS, a director of Associated Cinema Studios, is in town from San Francisco for a stay of ten days or so.

Mary Cook Cowerd, talented blind soprano well known for her concert work, will be heard on the KEHE "Concert Miniatures" program in an informal recital of old and new favorites.

KSL, Salt Lake City, Utah, has bought the "Count of Monte Cristo" series of 130-quarter hour transcriptions from Earnshaw Radio Productions for sponsorship by Standard Furniture Co. Sponsor plans to run two episodes together as a half-hour Sunday afternoon feature.

"The Book of the Month Club," a new KHJ-Don Lee program, will be inaugurated as a new feature of the "Radio Campus" series, heard each Monday afternoon at 4:45.

Mr. and Mrs. Edward Niles of Seattle, Washington, are in town on a surprise visit with their radio announcing offspring Ken and Wen Niles. Two other sons are Law Professors at New York University and Loyola University, Los Angeles, respectively, and the senior Niles cracks that all his boys turned out to be lawyers or liars.

Phil Baker joins Bing Crosby, Al Jolson and other figures of the entertainment world whose racing colors are flung to the breeze at Santa Anita. Phil's bought a couple of hosses . . . and won't heckler Bottle have fun!

KFAC announces a new Wednesday and Friday program at 4:00-4:15 p.m. conducted by "The Soldier of Fortune," who, it seems, is a "musician, singer, actor, writer, world-traveler, philosopher, counsellor and advisor" . . . but remains anonymous.

The new KHJ-Don Lee symphony concert series employing 75 musicians under the baton of Elias Breeskin, and billed as "Hollywood Serenade," will bow over the Mutual network on Thursday at 7-7:30 p.m. Breeskin, who was the organizer of the Pittsburgh Symphony, and its conductor from 1925 to 1930, will be featured as violin soloist. Ted Bacon, formerly of the Portland symphony, will be assistant conductor; Mischa Russell, concert master, and Emil Gesterberger, chief arranger.

WOR "Consumer Quiz"

"Consumer Quiz Club," with Fred Uttal as emcee, starts today at 12:45-1 p.m. over WOR, sponsored by R. H. Macy & Co. Program will be heard five times weekly.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

LINCOLN

Harry Harvey, chief engineer for KOIL, KFAB and KFOR, is out, as result of policy changes now being effected by Don Searle, g.m. Succeeded by Mark Bullock, moved up from being in charge of KOIL. Charles Winkler, Harvey's assistant in charge of KFAB, is also out and will join Dee Dirks, Sioux City, Ia.

Jim Cox has been appointed head of KFAB-KFOR's continuity department. Fills the vacancy of J. Gunnar Back, resigned.

Reginald B. Martin, former KFAB-KFOR station manager, will attend the NAB convention in Washington, and after that expects to locate on the coast.

Radio Registry Branches Out

First appointment under expansion plans of National Radio Registry Ltd. is the placing of Philadelphia area coverage under William F. Smith. Managing director Chester Stratton will devote more time to outside sales and contacts. with Lou Frankel handling publicity and promotion. National Radio Register, monthly classified directory of radio people, will hereafter charge 25 cents a copy or $2 yearly. Doris Sharp and Sylvia Lowey remain in charge of the telephone-secretary division.

Major Angas on WOR

Major L. L. B. Angas, noted economist and stock market analyst, will be heard over WOR at 10:30-11 tonight on "Cures for the Present Business Recession." Talk is being made at 3:30 this afternoon from the Bamberger store in Newark and will be recorded for airing tonight.

Gilmore Oil Renewing

Gilmore Oil, through Botsford, Constantine & Gardner, Los Angeles, on Feb. 18 will renew the "Gilmore Circus" for another year on five NBC-Red Pacific stations and KMED, Medford, Ore. Show is a variety program, Fridays, 9-9:30 p.m. (PST).

Charles W. Stone Dies

Schenectady—Charles W. Stone, 63, consulting engineer for General Electric and long identified with the development of radio, died last week after a long illness. He was active in the affairs of RCA since its inception.

ONE MINUTE INTERVIEW

BERT LYTELL

"One of the advantages radio serial drama has over the theater, from the actor's point of view, is the fact that on the air no actor is in danger of going stale in a role. Because each performance is built upon a new script the demands on an actor's alertness and concentration are just as rigorous on his hundreth appearance before the microphone as they were on his first."

☆ Coast-to-Coast ☆

L. Daniel Blank, regional director of the Central Branch of Atlas Distributing Corp., will address the meeting of the Janesville Rotary Club, Janesville, Wis., Feb. 21, on showmanship in business. Meeting will be under the direction of Robert W. Bliss, publisher of the Janesville Gazette and owner of WCLO, who franchise Atlas' 28-programs in that area.

Film version of "The Lone Ranger," based on the radio serial originated at WXYZ, Detroit, and the Michigan Radio Network, will be shown at the Criterion Theater on Broadway starting Friday next.

Ruth M. Sheehan, who has taken over the "Homemakers' Club" program on WIP, Philadelphia, under the radio pseudonym of Annabelle Adams, not only is a kitchen and general home expert but also a radio actress of long experience. She played the title role in "Sally at the Switchboard" for over a year, directed children's programs under Sears-Roebuck sponsorship, had her own "Homemaking Highlights" on ETs and has been engaged in numerous other radio activities.

Winkin, Blinkin and Nod, swing trio formerly on WTAR and WCAU, was heard Saturday on WHN and the WLW Line. The Negro trio also recently was heard in a series on WNEW.

Helen Claire, young dramatic actress, who has been starred in many radio shows within the last five years, will play the role of a newspaper candid camerawoman in the "Grand Central Station" play next Friday over NBC-Blue network at 8-8:30 p.m.

Mrs. Franklin D. Roosevelt, Lady Astor and other noted women will discuss "The Role of Women in the Modern State," in a special broadcast originating in five different nations of the world on Feb. 25 over NBC-Blue. Program will be heard at 3-3:30 p.m. under auspices of the International Federation of Business and Professional Women.

Ted Hammerstein and his music hall, set for another year on 44 CBS stations for American Home Products (Anacin), through Blackett-Sample-Hummert, will continue along the same pattern as the present show.

Benay Venuta is making a stage appearance in Philadelphia this week, so Marcella Hendricks takes her place on Vick Erwin's "Musical Cartoons" on WOR-Mutual tonight.

WORL, Boston

Zionist organization of America is sponsoring a Sunday series at 4:30-4:45 p.m.

Breaking radio silence of the past, C. F. Hovey Co., department store, has signed up for two commercials daily.

Beth Lefavour and Peter Roche start a Sunday drama series with "Marriage by Arrangement," by Roche.

Dick Bates emcees broadcasts direct from Sportsmen's Show.

WBT, Charlotte

Johnny McAllister, better known as "Dad Briarhopper" for his daily hillbilly program, renewed old acquaintances when the Celtics, nation's leading basketball team, were in town for a game. Johnny used to play professional basketball in New York and often played against the famous quint.

Johnny and his Briarhoppers, heard six days weekly, have begun making personal appearances again and will be out on the road at least four nights weekly with the popular hillbilly show.

Royal E. Penny, sales manager, has returned from a three-day business trip to Washington and Baltimore.

Modern Food Fading

Modern Food Process "Dog Heroes" on NBC-Bluc will sign off Feb. 27.

WESG, Elmira, N. Y.

A remote broadcast from the banquet hall of the Mark Twain Hotel last week brought to WESG microphones such baseball luminaries as Rip Collins, Chicago White Sox, Tommy Richardson, president of the Eastern League, Clyde Sukeforth, new manager of the Elmira team in the Eastern League, and others. Bill Pope, WESG sports announcer, handled interviews.

"Rhythm Rhapsody," featuring Norman Meservy, prominent local vocalist and band leader, has resumed a quarter hour commercial twice weekly.

So popular is "Quik Quiz" (street broadcast) that the sponsor has decided to remote it one day a week from a distributing city 60 miles away from Elmira. The quiz is aired four days a week from Elmira and piped one day a week from Hornell, N. Y. Program is handled by Glenn Williams and Hal Wagner.

Doris Hevener Bolvig, former Elmiran, now of Brooklyn, featured CBS television pianist, played two quarter hour programs from WESG studios during recent visit to home town.

10th Year for Minstrels

NBC Minstrels, heard over NBC-Blue on Wednesday at 10:30 p.m., this week celebrate their 10th year. Gene Arnold, interlocutor, and his two endmen will repeat the same script used at the original broadcast in 1928.



Radio Daily believes that anything that is worth doing is worth doing WELL— That's why Radio Annual will be a great reference volume covering completely a great industry.

To be distributed complimentary next month to Radio Daily subscribers as part of Radio Daily service.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 27 NEW YORK, N. Y., TUESDAY, FEBRUARY 8, 1938 FIVE CENTS

Craven Opposes Gov't Operation

ASCAP'S FLA. TEST SUIT SET FOR TRIAL MARCH 3

Jacksonville—Ascap suit to test constitutionality of the recently enacted Florida anti-Ascap law will be heard March 3 in Federal District Court, New Orleans. Presiding will be Federal Judges Foster of the Circuit Court of Appeals, Strum of the Western District of Florida and Long of the Northern District of

(Continued on Page 7)

Mass. High Court Bans Airing of Legal Advice

Boston—Broadcasting of "legal advice" in Massachusetts has been ruled illegal by State Supreme Court. Decision, based on a discontinued case "reported" for consideration of its legal aspects by the high court, held that such broadcasting was "contrary

(Continued on Page 7)

Southern Sales Directors Draft Recommendations

Memphis—Broadcast Sales Directors of Arkansas, Louisiana, Mississippi and Tennessee, meeting at the Peabody Hotel here last week, drafted recommendations for submission to the national committee of sales directors, scheduled to meet in Washington the day preceding the NAB convention. Those in attendance at

(Continued on Page 7)

Mutual January Billings

Mutual gross billings for January totaled $234,352, compared with $214,038 the previous month and $212,966 a year ago.

Town Meeting Epilog

Santa Barbara, Cal.—KTMS, NBC outlet here, has built up a big following for its own "Town Meeting" which is aired directly following the network "America's Town Meeting of the Air." Local meet is held in public library, with both local and national questions discussed. Attendance now runs over 300, says Budd Heyde, KTMS manager.

CRITICS' FORUM



QUESTION NO. 6

Should radio be (1) government controlled, (2) government regulated, (3) government censored?

ANSWER

	Yes	*No*
Government controlled	9%	91%
Government regulated	70%	30%
Government censored	8%	92%

WITH very little qualifying comment, the radio editors and critics of the nation have expressed themselves overwhelmingly opposed to either control or censorship of radio by the government, though favoring by generous margin the present form of regulation as exercised through the Federal Communications Commission. This is the verdict elicited by RADIO DAILY's First Annual Forum.

Out of some 150 radio editors responding, only a dozen or so gave anything but a definite "yes" or "no" reply to this three-part question. The few who volunteered comment pointed out various obvious detriments to public interest that would result from government control or censorship. Two editors pointed to the inferiority of British radio entertainment and the backwardness of radio art in that country under government operation. Another cited the situation on the continent, where the public is permitted to hear only such programs as propaganda-minded governments decree.

Favorite programs, according to types, will be announced in tomorrow's issue.

McKee Made Vice-Pres. In Erwin-Wasey, Chicago

Chicago — Homer McKee, veteran agency man and president of company bearing his name, has joined Erwin-Wasey & Co. here as vice-president. Robert McKee, secretary-treasurer of McKee agency, which is being absorbed, also joins E-W. Homer McKee was associated with Sears-Roebuck for years, and portion of that account will be handled

(Continued on Page 7)

Sponsoring Tigers Games On Nine Michigan Stations

Official announcement was made in Detroit this week that the games of the Detroit Tigers this summer, except those in New York, will be broadcast over nine stations under the joint sponsorship of Kellogg Co. and White Star Refining Co.

Ty Tyson of WWJ and Harry Heilmann of WXYZ and the Michigan network will be at the microphones. Besides the two Detroit stations the

(Continued on Page 7)

Central States System Signs With Technicians

Omaha—Don Searle, Central States Broadcasting System general manager, has signed an agreement with ABT negotiators giving the 23 technicians at KOIL, Omaha, and KFOR and KFAB, Lincoln, assurance of a 48-hour, six-day week with minimum wage standards.

Wage scales agreed to by Searle are: technicians, starting at $130 to $216.66 for 5-year man; supervisors, starting at $216.66 to $238.33 for 3-

(Continued on Page 2)

New Station in Toledo Being Dedicated Feb. 27

Toledo—Formal dedication program for WTOL, new local station, is set for Feb. 27 at 1-6 p.m., according to Lester Mitchell, program director. Mrs. Mary M. West is the latest to be added to program department, which also includes Allan Grigsby, Ralph Sisson and Elaine Beeson.

FCC Member Says Public is Best Critic—Urges Radio Freedom

The American system of broadcasting "has been proved beyond question to be the best for our country" and "the operation of all the broadcasting facilities by a government conflicts in many respects with the basic principles of democracy," declared Commissioner T. A. M. Craven of the FCC in a talk Sunday night over CBS.

Speaking to the general public, in an address based on the recent report of the FCC Engineering Department, Craven said he was certain that "the vast majority of thinking people will quickly recognize the perils to our political system of any

(Continued on Page 7)

LUM AND ABNER SIGN WITH GENERAL FOODS

General Foods (Postum), through Young & Rubicam Inc., about March 1 will sponsor "Lum and Abner" on a national network three times weekly. Sponsor will probably take the 6:45-7 p.m. period on CBS immediately following the new General Foods-Boake Carter series which starts Feb. 28 at 6:30-6:45 p.m. on 80

(Continued on Page 7)

"Valiant Lady" Joining CBS "Gold Medal Hour"

Chicago—General Mills is moving "Valiant Lady", serial tested on WGN, to its "Gold Medal Hour" on CBS starting March 7, replacing "Hollywood in Person". New show

(Continued on Page 7)

Underestimated

Boise, Ida.—Having the "recession" in mind, Commercial Manager Walt Weaver of KIDO, in setting 1938 quotas at the turn of the year, put down what he considered a fair figure for January. The figure was a half-inch under normal. Actual results of the past month, however, totaled as much as the combined figures set for January and February.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Monday, Feb. 7*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133¾	132½	133⅛	— ⅜
Gen. Electric	39⅜	38½	38½	— ¾
RCA Common	6⅛	5⅞	6	— ⅛
RCA First Pfd.	45½	45	45⅛	— ⅜
Westinghouse	92¼	90¼	90⅞	— 1⅝
Zenith Radio	13	12⅞	12⅞	— ¼

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¾	6¾

Central States System Signs With Technicians

(*Continued from Page 1*)

year man; senior supervisors, starting at $238.33 to $260 top.

Agreement also gives time and a half pay for overtime, six holidays a year, paid vacations and dismissal notice of two weeks.

Ray McGrath, Omaha attorney, and D. J. Dunlop, ABT business manager from Chicago, handled negotiations for the technicians who are ABT members 100 per cent. Technicians at WAAW, Omaha, will be negotiated for during the week. WOW technicians have no wage-hour grievances and are organizing an independent union.

CSBS technicians said they would walk out unless demands were met. Searle agreed to demands just in time to avert a strike. Searle and union representatives will meet this week to prepare a formal contract.

WQXR
MORE
for your
RADIO DOLLAR
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 5 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You're A Sweetheart	(Robbins Music Corp.)	36
Bei Mir Bist Du Shoen	(Harms Inc.)	33
I Double Dare You	(Shapiro-Bernstein Inc.)	32
Dipsy Doodle	(Lincoln Music Corp.)	29
Whistle While You Work	(Irving Berlin Inc.)	24
Sweet Someone	(Leo Feist Inc.)	23
I See Your Face Before Me	(Crawford Music Corp.)	21
True Confession	(Famous Music Corp.)	21
Two Dreams Got Together	(Remick Music Corp.)	21
Bob White	(Remick Music Corp.)	20
Thanks for the Memory	(Paramount Music Corp.)	20
I Can Dream Can't I	(Marlo Music Corp.)	19
Rosalie	(Chappell and Co.)	19
You Took The Words Right Out of My Heart	(Paramount Music Corp.)	19
More Than Ever	(Miller Music Inc.)	18
Nice Work If You Can Get It	(Chappell and Co.)	18
Mama That Moon Is Here Again	(Paramount Music Corp.)	17
Moon of Manakoora	(Kalmar-Ruby Music Corp.)	17
Outside of Paradise	(Santly Bros.-Joy Inc.)	17
Silhouetted In the Moonlight	(Harms Inc.)	17
In the Still of the Night	(Chappell and Co.)	16
I've Hitched My Wagon to A Star	(Harms Inc.)	16
I Live the Life I Love	(Words and Music Inc.)	15
Just A Simple Melody	(Witmark and Son)	15
Once In A While	(Miller Music Inc.)	15

Two New Script Classes At University of Minn.

Minneapolis—Two new classes for radio script writers open in the extension division of the University of Minnesota here this week. Each will run 17 weeks. One is for beginners, with considerable time spent in writing announcements and shorter script programs.

The second class, a radio workshop for advanced scripters, gives them opportunity to get dramatizations and character sketches whipped into shape under the direct criticism of class members and visiting professionals from the radio studios. This procedure has made the course directly helpful in the three years it has been running. The instructor, who established the course, is Luther Weaver, Twin Cities radio advertising man.

Hartoney Disk Series For Eastern Stations

Philadelphia—Hartoney Co., makers of Nico cigarets and nicotine stain remover, is having a series disked by WPEN, with Angelo Palange featured in a program of music and comments, to be placed on stations in Southern Penna., New York and New England.

Mack Millar to Coast

Mack Millar, who handles publicity for Abe Lyman, Ozzie Nelson, Shep Fields, Bob Hope, George Olsen and others, leaves about March 1 for Hollywood, where he will center operations in future.

Andre Baruch Taking Step

Andre Baruch, announcer on Kate Smith show, has filed intentions to marry Beatrice Wayne, singer.

COMING and GOING

FRED WEBER, general manager of MBS, is in Chicago. He is expected back in New York on Thursday.

THEODORE STREIBERT, executive vice-president of WOR, has returned from his Jamaica vacation.

ED CURTIN, NBC press department news editor, has returned to his desk after a two-week vacation.

WILLIAM ROBSON, director of the CBS Columbia Workshop, has left for a two-week vacation in Mexico. During his absence, George Zachary will have charge of the Workshop.

WM. SILBERBERG of WJEJ, Hagerstown, Md., is in New York for a few days on station business. He is stopping at the Hotel Edison.

ALLEN T. SIMMONS, manager of WADC, Akron, and HERBERT V. AKERBERG, CBS vice-president in charge of station relations, have returned to Miami after a Havana trek. Both are expected to be at the NAB convention next week.

KARL O. WYLER, manager of KTSM, El Paso, is in New York.

BEVERLY T. WHITMIRE, manager of WFBC, Greenville, S. C., is visiting in town.

DON CORDRAY, WMCA announcer, made a week-end trip by plane for a family visit at Canton, O., where he got his start at WHBC.

McKay Morris in "Ma Perkins"

Chicago—McKay Morris, prominent stage actor now appearing here in "Tovarich," has been signed for role of Gregor in "Ma Perkins," according to Kirby Hawkes of Blackett-Sample-Hummert agency.



DISTINGUISHED

AVAILABLE ON —WXYZ— MICHIGAN RADIO NETWORK

FOR EXCEPTIONAL SERVICE AS A SALES BUILDER FOR A PRODUCT THAT WAS FIRST MARKETED IN DETROIT AND MICHIGAN. A THREE YEAR DRIVE. A BIG JOB — A BIG SUCCESS.

LOCAL, NATIONAL AND WORLD WIDE NEWS

Broadcast each evening (except Sundays) at a time when a review of important news is eagerly awaited by families. The voice of Harold True, narrator, adds the final touch to this popular, tested, successful sales making quarter hour feature.

FULL TELEGRAPHIC SERVICE OF UNITED PRESS RADIO NEWS

KING-TRENDLE BROADCASTING CORP
MICHIGAN RADIO NETWORK WXYZ-DETROIT NBC BLUE NETWORK

THE PAUL H. RAYMER CO., *Representative*

2,500,000 STEADY CUSTOMERS FOR YOU

WE ARE speaking of the Italian Market—2,500,000 Italo-Americans living about one hundred miles around the city of New York. Ordinary sales, advertising and merchandising plans, do not affect this market. If a manufacturer wants it, he must go after it definitely. There is hardly a major market in this country in which brand preference is so confused. For example, if we take the food field, we find this situation: There are 7500 groceries serving the Italian population of New York, New Jersey, Connecticut, Pennsylvania and Delaware, and doing a yearly business estimated well above 200 million dollars. About 80% of this business is done in American goods and only 20% in imported products. It seems incredible, but in this tremendous amount of merchandise, at the present time, in the Italian Market, there is no brand of any of the following kinds of products that has an outstanding preference—milk, butter, sausages, biscuits, pies, candies, salt, canned fruits and vegetables, domestic tomatoes, cereals, and sugar. In the beverage field there is no outstanding brand of beer or soft drink that is preferred; the brand that is used is that recommended by the grocer. The same is true for cigars, clothing, clothing shops, hats, toilet articles, electrical appliances, automobiles, hardware, etc. An examination of these facts quickly brings to light the ease with which it is possible to capture this market—to create a leadership for a particular brand with a very modest expenditure, for such an enormous potentiality. Radio Stations WOV, WBIL, WPEN reach and dominate this entire market. Since 1932, without a single exception, any product that has first been advertised through the medium of WOV, WBIL, WPEN, is now a leader in its own field. Here is a market for you, and we are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve your distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation whatsoever on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ WOV ★ WPEN

NEW YORK, 5000 Watts | NEW YORK, 1000 Watts | PHILADELPHIA, 1000 Watts

AGENCIES

CARROLL O'MEARA, Young & Rubicam producer in Hollywood, off to San Francisco to huddle with Lagendorf bread account on "Phantom Pilot".

NICHOLAS E. KEESELY has been named assistant secretary of N. W. Ayer & Son, Philadelphia. He was formerly office manager in the agency's New York radio department.

TRACY - LOCKE - DAWSON INC., Dallas, has placed a bi-weekly program, "Roses for Madame" on KSD, St. Louis, for Standard-Tilton Co. (American Beauty Flower). Joe Edwards is account executive. A slogan contest and weekly award of roses are part of the campaign.

JACK LOUCKS, formerly with E. Katz Special Agency, has joined Blackett-Sample-Hummert, Chicago, as assistant to George McGivern, media director.

AAAA Pacific Council

American Ass'n of Advertising Agencies has established a new sectional council called the Pacific Council, embracing territory west of the Rocky Mountains. Officers are David M. Botsford of Botsford, Constantine & Gardner, Portland, chairman; Hunter H. Vinton, Gerber & Crossley Inc., Portland, secretary-treasurer; Edmund M. Pitts, J. Walter Thompson Co., S. F., vice-chairman; August J. Bruhn, McCann-Erickson Inc., L. A., and Richard P. Milne, Seattle. Name of the Western Council has been changed to Central Council.

Iturbi Pinch Hits for Reiner

Detroit—Sudden illness prevented Fritz Reiner from conducting Ford's Sunday Evening Hour over CBS. Hurried arrangements brought Jose Iturbi from Charleston, S. C., where he played a concert Friday night, to wield the baton. Immediately after the concert Iturbi left for New York.

GUEST-ING

RALPH BELLAMY and CONGRESSWOMAN MARY T. NORTON of N. J., on Kate Smith program, Feb. 10 (CBS, 8 p.m.)

BARBARA STANWYCK, on Chase & Sanborn Hour, Feb. 13 (NBC-Red, 8 p.m.)

ARTHUR GOULD-PORTER, on "Encores and Epitaphs," today (WNEW, 4:30 p.m.)

ENID SZANTHO, Hungarian contralto, on American Banks program, Feb. 14, (NBC-Blue, 9 p.m.)

BURGESS MEREDITH on Paul Whiteman show, Feb. 11 (CBS, 8:30 p.m.).

In Atlanta
THEY LISTEN TO
WATL

MAIN STREET WITH OL' SCOOPS DALY

PETTY CASH VOUCHER

Week BEGINNING Feb. 3

● ● ● **Thursday....At Penn Station before the Florida Special departs, Barry Wood, Teddy Powell, Lenny Whitcomb, Johnny Augustine, Dave Kent, Willie Horowitz, John Kuneau, Doris Rhodes, Kelvin Keech, John Mayo and Sammy ("That Old Feeling") Fain—who brings a box of candy—for his girl, Sally Fox—are there to bid us farewell—glad to see us go!.... On the same platform is Major Albert Warner—without any farewellers around....The choo-choo passes through Baltimore and we spot WBAL's transmitter. Before coming to Washington we ask the porter how long the train stops there—thinking we might phone Arthur Godfrey a second—but our informer replies that the "train only slightly hesitates" in D. C.**

● ● ● *Friday....A wire arrives in the morning from Zeke Manners and another from Chicago with news that Emil Flindt, who played with Wayne King, is now heard nitely via WIND—and that Herbie Kay and Judy Starr open at the Oriental Theater in Chi..... Toward nightfall the train pulls into Miami....After settling ourselves at the Roney-Plaza, we go with Harry Fox and Jack Robbins to La Conga for dinner and then to the dog races at the Miami Beach Kennel Club, where we spot the Easy Aces and Ricardo Cortez. Desiring to retire early, we depart—only to remember Belle Baker's opening at the Fleetwood....N. Y. is represented by Paul Small of the Wm. Morris office, George Woods, Harry Richman, Barney Ross and his bride, Jack Cohn of Columbia Pictures, Mrs. Nathan Kramer, Mrs. Louis Sobol, Bobby Feldman, Columnist Hy Gardner and others. Then with Miss Baker to the Dempsey-Vanderbilt and a wind-up at the Continental, where Lillian Carmen sings and we note Paul Sabin, Harry Kannen, Terry Lawler and Joe Lewis—and get to bed after 5 a.m.—a fine start.*

● ● ● **Saturday....Awake early and decide to settle down to business. Carl Erbe, who is Ben Marden's boy up in our parts, but is Dempsey's and Sam Goldwyn's man down here, calls for us and drives over to WIOD, where we call on Headman Daniel Mahoney—but he's out boating—so General Manager Martin Wales' charming secretary, Lois Jordan, takes us through the studios (which will be reported on later along with the others)....Then to WQAM to see Norman McKay—who is out doing a remote show. We meet wordslinger Fred Fowler, who tells us that Fred Borton, the g.m., has a cute story for us....Too late to visit WKAT—so we drive through the islands around here....Jack Rice, pres. of the International Radio Club, phones us with tickets to the races—but we go to see a genuine "hi-li" game. Then to the Royal Palm Club, Esquire Club, Gay 90's, where we listen to Charles King, to the Paddock, where Dan Healy shares the spotlight with Louis Prima's brother, Leon....Learn that WMCA's Bobby Feldman is seriously ill and must delay his return to N. Y.....Wind-up at the Continental Club where we spot Frances Carroll of the Carroll Sisters—who was supposed to take over Ina Ray Hutton's band....To bed after 6 a.m.—nice vacation, eh.**

● ● ● *Sunday....The phone rings to awaken us. It's Songwriter Al Dubin—the large half of Warren & Dubin. Publisher E. B. Marks is off to the races. Norman McKay takes us to breakfast in our bathing trunks and invites us to watch a new type of "man on the street" broadcast called "Traffic Greeters" making a date for the following day. Also, to appear on Dinty Dennis' Kellogg show Tuesday night....Not having witnessed a pigskin game all fall, we had to come to Miami to see the first of the year—watching the Washington Redskins and Chicago Bears.*

TOTAL EXPENSE: 25-cent hatcheck tip at the Royal Palm.

AUDITOR'S REMARKS: Request denied. In warm climate, do you have to wear a hat!

PROGRAM REVIEWS

Chase & Sanborn Hour

John Carter, who assumed the chief vocal spot on the Chase & Sanborn Hour over NBC-Red last Sunday night, has a clear and ringing tenor voice but neither the singing weight nor showmanship personality of his predecessor, Nelson Eddy. Program did not open with the brace of song numbers customarily delivered by Eddy, but was started by a Bergen-McCarthy bit, with Carter coming in somewhat later to sing "Song of Songs" as a salute to Marlene Dietrich, guest of the evening, and doing another number later. Aside from the McCarthy bits, which have not been as funny lately, the versatile Don Ameche is now the highlight personality of this program.

Radio Newsreel

As one of the items in their always interesting "Radio Newsreel" on NBC-Red last Sunday afternoon, Parks Johnson and Wallace Butterworth presented Vincent Lopez, with tenor Billy Scott, in a demonstration of the Lopez streamlined version of "Star Spangled Banner." Streamlining operation consisted of eliminating certain high notes on which some singers are supposed to crack. As far as we're concerned, the revision merely takes the kick out of the songs.

Sedalia Singers

Columbia's Chorus Quest program brought one of the best sessions of its kind to the CBS network last Saturday at 6-6:25 p.m. when the Sedalia Singers, Negro choral group, of Palmer Memorial Institute were heard via WBIG, Greensboro, N. C. All numbers on the program were by Negro composers, and the singing had tone quality, deep feeling and the spiritual sweep that is characteristic of Negro folk music.

Producers Shifted

West Coast Bureau, RADIO DAILY

Los Angeles—John Christ, J. Walter Thompson producer, takes over production on the Feg Murray-Ozzie Nelson show from Robert Brewster, who switches to the production chore on Pond's "Those We Love," handled by the same agency.

Another Way to
Tell the KVOO Story!

KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N.B.C. Edward Petry and Co., Rep.

COLUMBUS, O.

Bill Wallace, chief announcer at WCOL, steps up to the post of production manager, with Bill Hamilton becoming chief announcer. Eleven local boy scouts will operate this station next week as part of the Boy Scout Week, according to Ed Bronson.

Jay Jackson, former WCOL announcer, is now with WBNS.

Several programs which passed away recently: Rose Kaye's "Social Whirl," WBNS, and the transcribed "Linda's Love" at WHKC. The Dinkledorfers, failing to land a sponsor, are leaving for other parts.

Announcer's Handbook

Salt Lake City—The KDYL Announcer's Handbook, written by R. T. Harris while he was production manager at the NBC-Red outlet, will be made available to all stations in the country in a few days, according to Harris, who now conducts his own advertising agency here. Book of more than 30 pages, loose-leaf, has been revised to fit any station.

WFIL Staff Meetings

Philadelphia—To acquaint salesmen with what station has for sale in shows, WFIL plans weekly staff meetings called "Know Your Station". All sustaining shows are being disked and run off before the sales force for criticism and suggestion as well as discussion of sales technique. Idea comes from WFIL planning board consisting of Joe Connelly, John Clarke, Dave Tyson, Erva Giles, Margaret Shaffer and Jack Steck.

Dolberg Succeeds Carney

San Francisco—Glenn Dolberg, program manager of KFI and KECA, Los Angeles, for the past six years, has been appointed NBC program manager here, succeeding Kenneth B. Carney, who resigned to enter the advertising field in Hollywood.

Horn & Hardart Renewing

Horn & Hardart on Feb. 20 will renew its WABC children's program, 10:30-11:30 a.m., for another year. Agency is Clements Co., Philadelphia.

D. R. Sheehan Dead

Montreal—D. R. Sheehan, 52, continuity writer for CBC here, died at his home yesterday.

FCC ACTIVITIES

APPLICATIONS RECEIVED

Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.

Emporia Broadcasting Co., Inc., Emporia, Kan. CP for new station. 1370 kc., 100 watts, daytime.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

February 8

Don Ball

Truman Bradley — Irving Kaufman

Frank E. Mason — Charles Sears

NEW PROGRAMS—IDEAS

WAIM's "Sounds of Industry"

A novel program of advertising is being effectively used by Lawrence & Brownlee, insurance agents of Anderson, S. C., over WAIM. Program is known as "Sounds of Industry" and begins each week with the sound of a fire alarm, with the fire fighting equipment leaving the station. Each week the sound made by some local industry is recorded and broadcast and is the feature of a clever contest.

Program was originated by G. Paul Browne, publicity director of the station, and Roger Skelton, assistant engineer of the station, who record the sound effects and write an insurance dramatization of some actual claim paid by this insurance agency.

WIOD's "Tourist Register"

WIOD, Miami, NBC outlet for the southern resort city, rings the bell with a morning program titled "Tourist Radio Register." The program features comparative temperature readings from representative northern cities, and suntanned vacationers hear with delight of below zero thermometer readings, eight-foot snowdrifts, icy streets and frozen cars in their home towns. By telephoning a special switchboard setup in the station to handle calls, visitors "write their name on the air" to let other vacationers know they have arrived in the sunny southland.

SAN ANTONIO

Eighty-six smalltown newspapers are cooperating with KTSA in "Home Town Editor," with Johnny Boyer conducting. He reads excerpts from the papers.

KABC's new home in the Milam Bldg. has three studios, an audition studio, announcer's studio and solo studio.

KFRO, Longview, Tex.

Preparing for the coming political season, station is installing RCA transcription cutting equipment so that speeches of political candidates can be made. Music teachers and schools also are being notified that the equipment is available for recording students' work.

Wally Ford, conducting "Man on the Street", last week encountered a man who was nearly 15 feet tall—and interviewed him with a step-ladder.

WKRC, Cincinnati

Neild Sampson, formerly of WHP, Harrisburg, Pa., is a new member of the announcing staff.

"Choosing a Career" is a newly started series on Saturdays at 6:45 p.m.

Gladys Lee, staff pianist and organist, composed the theme melody heard at the start and close of "Secret Diary", station's latest script show.

KOIN-KALE, Portland, Ore.

Latest addition to the KOIN-KALE announcing staff is Robert Colvig, formerly at KGA, Spokane, and KORE, Eugene, Ore.

Edward SeCoure, bass singer and member of the KOIN vocal staff, is receiving congratulations on the birth of a 7½-pound daughter, Patricia Kathryn. Mother and daughter doing fine.

Renewing Lombardo

General Baking Co. through BBD&O on Feb. 20 will renew Guy Lombardo for 52 weeks on the same 26 CBS stations, Sundays, 5:30-6 p.m. Sponsor has had the CBS spot for the past eight years.

PHILADELPHIA

Cortese Trio, from Arcadia International Restaurant, has joined the WIP ork roster.

There is an epidemic of man-in-the-street interviews here. KYW, WFIL and WIP all have 'em, and all seem to be getting results.

WPEN, which is changing from strictly foreign language to a higher percentage of English programs, reverses the usual procedure and is trying to revise its advertisers' minds from their foreign commitments to English.

KQV, Pittsburgh

Bob Pritchard, man-on-street, did such a good job for his sponsors that they had to stop advertising for a month to catch up on orders.

Joe Villella has finished Pittsburgh's second orchestra popularity poll, with Guy Lombardo again winning first place and Sammy Kaye second in the national contest, and Joey Sims and Barry Blue in the local contest. Some 50,000 votes were cast.

Lou Kaufman, commentator and crusader, is stirring up plenty interest with his daily 1 p.m. program.

Donald Novis disks are being sponsored by Max Azen, furrier.

WPTF, Raleigh, N. C.

Bob duFour of U. of N. C. has been put on the staff as apprentice announcer.

Deep River Choir from Shaw University returns next month in a new series of negro spirituals.

Castleberry Food Products starts "Castleberry Riddle Man" here this week, with Wesley Wallace, station's production manager, as the Riddle Man.

Shakespeare's "As You Like It" will be presented in streamlined form Feb. 11 by the Carolina Playmakers.

Metzler with CBS

Al Metzler, formerly manager of George Lottman's New York office, has joined Columbia Artists as publicity contact. He succeeds Ed Supple, who resigned yesterday.

OKLAHOMA

Max Baer, former heavyweight champ, featured in WKY broadcast while visiting in Oklahoma City.

Elliott Roosevelt, Hearst radio pres., named colonel on acting governor James E. Berry's staff.

Father Coughlin programs begin on Oklahoma Network, being fed to eight state stations by special network.

"Teller of Curious Tales," 15-minute spot of five to six weird stories is new thrice-weekly series on KTOK, sponsored by Lee Radio Co. with Leslie Beck as narrator.

Maurice, wife of Waymond Ramsey, KOMA program director, recovering satisfactorily from an operation.

David Fris, KOMA, laid up with flu.

Harry Edwards is new KOMA man on transmitter staff.

WHN, New York

Four Harris Brothers, swing quartet, started a new series at 11 p.m. last night.

Irving Fields, pianist, now playing nightly at Hotel Elysee.

Irene, youngest member of Drew family, has joined her singing brothers, Morton and Ed, heard Wednesdays at 7:45 p.m.

A new Jules Verne series, "Mysterious Isle," presented by WPA Federal Theater radio division, starts today at 6:15 p.m.

FOR SALE!

Complete Studio and Master Control EQUIPMENT

One of America's leading radio stations is moving into new quarters and offers for sale its present complete system for the operation of five studios.

Composite equipment now in use has been maintained to highest standards of present day efficiency. Components include such famous names as Daven, U. T. C., Kenyon, Ferranti, Cornell-Dublier, Aerovox, Westinghouse, General Radio, Weston, R.C.A., Stromberg-Carlson, I.R.C., etc.

Can be sold complete or knocked down.

Also available are a number of RCA condenser microphones and Western Electric 600A microphones.

Write or wire for itemized list. Complete layout can be inspected in actual operation.

Box A-129, RADIO DAILY
1501 Broadway, N.Y.C.



GUS EDWARDS is preparing to launch another show, employing the formula for which he is noted, and is presently auditioning juvenile entertainers for the forthcoming "Talent on Trial."

Bill Goodwin is reported asking for release from his recently-signed exclusive contract with the Wm. Esty agency, which does not expire until December, 1939.

George Jay pried into the private lives of song-writers Jack Lawrence and Arthur Tinturin yesterday on KFWB's "Hollywood Matinee." Also guesting for Jay was Gloria Rich, Republic Pictures starlet. Wednesday's quizguest will be the Galli Sisters. Last week Lee Wiley, Clarence Muse and Katherine DeMille and Anthony Quinn aided Jay with interviews and songs.

Fox Case, West Coast head of the CBS public relations department, is back at his KNX desk following a trip to San Francisco, where radio execs met with officials of the Golden Gate International Exposition. NBC and Mutual were represented at the conference, as well as independent broadcasters and representatives of the Northern California Broadcasters Assn.

Leo Tyson, KMPC general manager, has a new one in "Agency Pre-Vue" on which he auditions four 15-minute programs which he believes are salable for agency approval. Announced as a regular weekly feature, Thursdays at 2-3 p.m.

Universal Camera Corp. is sponsoring the 10-10:15 a.m. Sunday news period on KNX for one year.

Ernest Jarvis has been appointed assistant to Marion Karol, KNX continuity editor. Jarvis has been assigned to night duty checking scripts and other material.

Milton Berle's deal for a new program to be sponsored by the Crescent Cracker Co. has fallen through because the sponsor wanted the show to emanate from New York and Berle is tied here by picture commitments to RKO.

KMPC has a new program, "Let's Share the Day," featuring Reginald Gorton, winner of an Eddie Duchin's recent singing contest; Arthur E. Sutton, station program director; and Paul Tompkins, staff organist, at 11:45 a.m. each Tuesday and Thursday. Sutton had a similar program for many months on CKLW, Windsor, before emigrating to Beverly Hills.

Harriet Harris, triple-threating at KFWB as actress-writer-director, appears on more programs than any other individual at the Warner station. Portrays various characters on "Curtain Calls," "Amateur Authors" and "Your Los Angeles," in addition to writing and directing her own "Grandmother's Fairytales."

ORCHESTRAS-MUSIC

ADRIAN'S Orchestra has been renewed on the Zenith Foundation show, heard Sunday nights over CBS from Chicago, according to word from A. Biggie Levin.

Mark Warnow has moved his office and staff from the 16th floor to the 13th floor of the CBS building. Larger quarters enable him to place his extensive music and recording library in the same office.

Joe Rines and his orchestra begin a series of transcribed programs for a cigaret sponsor (20 Grand) March 14. The show will be broadcast over 150 stations, three times weekly. The Pickens Sisters will do vocals.

Johnny Johnson and his "nodding rhythm" orchestra are now being heard Wednesday and Sunday nights at 1 a.m. from the Village Barn via WOR.

Joe Reichman, currently playing an engagement at the Mark Hopkins Hotel in San Francisco will be held over for an additional four weeks.

Louis Satchmo' Armstrong, Lil Armstrong, and Clarence Williams have written a new tune entitled "Satchel Mouth Swing." Satchmo' has recorded the tune for the Decca. Other numbers recently published by Williams include "Be A Little Bit Careful," safety song, and "My Days Are Just An Interlude."

Lang Thompson and his Orchestra have returned to the Commodore Perry Hotel, Toledo, and will be heard over NBC-Blue via WSPD.

Vincent Lopez and his Orchestra are due in New Orleans on Feb. 16 to open the new supper club of the Jung Hotel. Benny Pollack and his orchestra are back in New Orleans' Blue Room for four weeks. Take the air over WSMB, WDSU and WWL. Earl Dantin and his cocktail ensemble are continuing in the bar of the Monteleone, according to the management.

King's Jesters go into Michigan Theater, Detroit, on Feb. 27 after closing long run at LaSalle Hotel, Chicago.

Standard to Augment Music Library Service

West Coast Bureau, RADIO DAILY

Los Angeles—Gerald King, Hollywood head of Standard Radio, announces that an increase of 150 per cent in Standard Library monthly releases will be put into effect on April 1, guaranteeing to subscribers a minimum of 100 additional new titles each month with which to augment the basic library of standard classics, semi-classic and perennially popular numbers. Another feature of the plan is that current releases will be grouped according to type of material, and subscribers permitted to order complete or partial service according to their needs. King refers to the new plan as Standard's "tailor-made service."

Celebs in WKAT Series

Miami Beach — John Oliver La Gorce, president of National Geographic Society and prominent local resident, was lined up as initial speaker on new thrice-weekly WKAT series sponsored by the City. Others to be heard expected to include Hi Phillips, George Ade, Harry Richman and Mark Honeywell, with invitations also to Major Albert Warner, Damon Runyon, Gar Wood, Jack Dempsey, Nicholas M. Schenck, Arthur Kudner, Bernard Gimbel, W. K. Vanderbilt and others.

Howe Defends Canadian Tax

Montreal — In a letter to Mayor Day of Toronto, Minister of Transport C. D. Howe explains the increased annual tax on radio sets by declaring that the policy is considered the best and least expensive to the public in the long run.

Canadian Representative Appointed by Star Radio

Star Radio Programs has signed All-Canada Radio Facilities Ltd. as its exclusive representative throughout the Dominion. Sales and representation of Star programs and services to Canadian stations will be handled directly from All-Canada's main office in Toronto and branches in Montreal, Winnipeg, Calgary and Vancouver.

H. R. Carson is managing director of All-Canada. Star Radio is being represented at the Canadian Association of Broadcasters meeting in Ottawa by G. F. Herbert, manager of All-Canada.

Television Course

Spring term of N. Y. University will include a course giving historical background, recent progress and future development of television. Classes will be held Tuesdays at 6 p.m. under Prof. H. H. Sheldon.

Television and the radio engineer also will be the topic of a talk on Thursday at 8:15 p.m. in Havemeyer Hall, Columbia University, by Alfred F. Murray, engineer in charge of Philco television research. A demonstration of apparatus will accompany the talk.

RCA World's Fair Exhibit

Exhibit planned by RCA at the New York World's Fair calls for a building shaped like a huge radio tube, 136 ft. long on a base 190 ft. wide. Entire front of two-story structure will be of glass. Exhibit will house working models of various radio devices and experimental television broadcasts.



PAT FLANAGAN, WBBM sports announcer, and Mrs. Flanagan planning a Panama Canal cruise for end of February. Disembarking at Los Angeles, Pat will visit the White Sox and Cub camps before returning here for another season of sportscasting.

Everett Mitchell, senior NBC announcer, and Ranch Boys entertaining at Daily News Travel show at Stevens Hotel.

Curley Bradley of Ranch Boys back at work after throat ailment.

Jim Crusinberry, WBBM sports editor, is vacationing in Los Angeles. Buck Weaver, news editor is writing "Sports Huddle" series during Jim's absence.

Harry Mason Smith of Radio Sales Inc. is back at his desk after a month suntanning in Florida.

Del King, former announcer with WJJD, has joined the WLW-WSAI staff.

Judge J. M. Braude, who broadcasts Safety Court proceedings over WJJD, off on a month's vacation.

John Harrington, WBBM newscaster, leaves Feb. 12 for a vacation in Hollywood at home of Joe E. Brown with whom he broadcast baseball last summer here.

WGN now presenting seven weekly audience shows from its 600-seat auditorium. They are "On A Sunday Afternoon," Henry Weber's "Pageant of Melody," Northern Trust Company's "Northerners," American Tobacco's "Kay Kyser Musical Klass," "Melodies from the Sky" with Harold Stokes, Thursday Evening "Concert Revue" and "Curtain Time" on Friday.

WQAM, Miami

Joe Mitchell Chappell, author of "Heart Throbs" and other books of poetry, formerly heard on Colonial Network, is doing a daily stint here under Red Cross Drug Department Store banner.

Puritan Dairies bankrolling dramatized "Robinson Crusoe" serial.

Fred Fowler, announcer, is now being referred to as "Cap" since his purchase of a 24-foot motor launch.

Representatives of every station in Florida attended monthly meeting of Florida Association of Broadcasters in Daytona last week. Representing WQAM were Fred W. Borton, president, and Fred Mizer, general manager.

Norman McKay, WQAM program director and Transradio Press representative, absent from the station last week, covering A. F. of L. powwow in Miami, Biltmore Women's golf and Surfclub tennis.

Bob Baker orchestra, WQAM house band, takes over at the Biscayne Kennel Club.

Southern Sales Directors Draft Recommendations

(Continued from Page 1)

the sixth district meeting were Carter Parham, WDOD, Chattanooga; F. C. Sowell, WLAC, Nashville; Jay P. Beard, KBTM, Jonesboro; J. C. Liner, KMLB, Monroe, La.; A. M. Gottschall, WSMB, New Orleans; Hoyt Wooten, WREC, Memphis; Bob Alburty and Eugene Pournelle, WHBQ, Memphis; Wiley Harris, WJDX, Jackson, Miss.; J. C. Eggleston, WMC, Memphis; O. L. Smith, WNOX, Knoxville; W. A. Kirkendale, WMPS, Memphis; O. W. Jones, WQBC, Vicksburg, Miss.; J. A. Barry, KFPW, Fort Smith; W. P. Beville, WWL, New Orleans; Harben Daniel, WSM, Nashville; S. A. Cisler and Howard Shuman, KTHS, Hot Springs, and Louis Draughon and Winston McClellan, WSIX, Nashville.

Harben Daniel, of WSM, presided at the meeting.

Mass. High Court Bans Airing of Legal Advice

(Continued from Page 1)

to the statute" defending the "policy of the Commonwealth."

The question of broadcasting legal advice arose in 1936 in the petition of three Boston lawyers to enjoin a broadcasting station here from continuing "good will court" and "court of common troubles" programs. Later the programs were dropped.

Calif. Regional Net Biz Up

Sacramento — KFBK, local McClatchy station, received a total of four broadcasting hours weekly of new business during January from California Radio System. New shows are "Hollywood in Person," five daytime quarter hours weekly for General Mills; "Dr. Friendly," five daytime quarter hours weekly for Kruchen Salts; "Hollywood Health and Beauty Magazine," three daytime quarter hours weekly for Lady Alycia Cosmetics; "Voters Council," Sunday afternoon quarter hour from The Townsend Club, and "House of Vision", a Sunday afternoon half hour for Progressive Optical Co. of California.

Four Years in KSTP Spot

Minneapolis — Four years on the "Polly the Shopper" participating program on KSTP is the record of Royal Laundry here. It has been using three participations a week in the 15-minute shoppers' program, the maximum permitted by the station. The 625th broadcast will be Feb. 10, making it the program's oldest participant in point of continuous broadcasting. Luther Weaver and Associates are the agency.

WROK ROCKFORD, ILL. 1410 KC.
IS THE RADIO VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

☆ PROMOTION ☆

"To Our Advertisers" on KIDO

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

KVI Santa Helps Store Win Prize

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kiddies brought parents to Montgomery Ward to see Santa and the great increase in toy sales resulted. Mail order business also shot up—many orders even being sent to KVI.

Community Service

Community service programs and the persons who took part in them in broadcasts over KFAB-KFOR in the past year provided copy theme for a full page ad recently taken by stations in the Lincoln (Neb.) Sunday Journal and Star. Subjects ranged from the National Peony Show to the Christmas Seal Sales Campaign. Joe di Natale was the promotion man.

Newcomers Welcomed

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

Lum and Abner Sign With General Foods

(Continued from Page 1)

stations with a repeat at 8:45 p.m. Carter network is the largest five-a-week daytime series to be signed for the air in recent years. "Lum and Abner" finish their airing for Horlick's on NBC Feb. 25. Benton & Bowles has the Carter account.

Sponsoring Tigers Games On Nine Michigan Stations

(Continued from Page 1)

Tiger web includes WELL, Battle Creek; WBCM, Bay City; WJIM, Lansing, WOOD - WASH, Grand Rapids; WFDF, Flint; and WIBM, Jackson.

Braun Joins Small Co.

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Braun, who resigned as head of the Thomas Lee Artists Bureau last week, has joined the Small Co. as head of the radio department, succeeding Pete De Lima, resigned, who came to the company from the CBS artists bureau nearly a year ago. De Lima will announce his new affiliation during the coming week.

4 Spots—47 Dresses Sold

Joplin, Mo.—Manager of the Arkay Shop recently picked 54 dresses from his stock, placed a special price on them, and advertised them with four spots spread over two days on WMBH. No other advertising was used, not even a placard in the store, but in those two days 47 of the dresses were sold, and manager admits there was no reason for the other 7 to be sold.

"Valiant Lady" Joining CBS "Gold Medal Hour"

(Continued from Page 1)

will be aired from WBBM studios, with Joan Blaine and Francis X. Bushman handling. Ed Smith, radio director of General Mills, set the details here yesterday. Sandra Michael is author; Knox-Reeves agency.

Sell Election Returns

Des Moines — Iowa Broadcasting System has sold the Feb. 12 election returns, on hotly contested City Manager issue, to French Glass & Paint Co. over KSO-KRNT. Glen Law and Ken Brown will be at mikes.

Network also has sold to Manbeck Motor Co. the local section of bowling series between Ned Day, Olympic champ, and Lowell Thomas, March 5-6, with Gene Shumate and Gaile Hayes announcing. Other sections of tourney will be conducted in Chicago, St. Louis and Milwaukee.

Jackie Heller Gets License

Chicago—Jackie Heller, tenor, and Ruth Greeley, former "Vanities" dancer of Morristown, N. J., have applied for marriage license. Reported they expect to marry March 1.

Chorus Quest from KDAL

Duluth—The Feb. 26 broadcast of Columbia's Chorus Quest over CBS at 6 p.m. EST will originate at KDAL here. Local entrant is the Duluth State Teachers' college choir.

Richard Brooks at New Time

Richard Brooks, WNEW news commentator, will be heard on his program, "The Little Things in Life," at the new hour of 7 p.m. on Tuesday, Thursday and Saturday.

Government Operation Is Opposed by Craven

(Continued from Page 1)

scheme for government operation of broadcasting."

"The constitutional guarantees of free speech and a free press are the pillars of democracy," Craven said. "To these I would add a free radio. All must be safeguarded and preserved.

"A critical audience is the best assurance of continuously improving radio programs. Broadcasters and sponsors will not, and under a competitive system they cannot, long tolerate a type of program that does not win public acceptance. And for my part, I would prefer to entrust this progressive improvement to the collective judgment of the great mass of radio listeners rather than undertake to authorize any governmental agency to lay down fixed and rigid requirements of program content. The function of government, in addition to policing the channels of the air and assuring a fair allocation system, is to make certain that real competition does exist in broadcasting."

Ascap's Fla. Test Suit Set for Trial March 3

(Continued from Page 1)

Florida. Ascap will be represented by its general counsel, Schwartz, Frolich & Finkelstein of New York, and Frank J. Wideman of West Palm Beach and Washington.

McKee Made Vice-Pres. In Erwin-Wasey, Chicago

(Continued from Page 1)

by E-W. Other accounts moving over include Bunte Bros., Link Belt and Hercules Life Insurance. Chester Vail, v.p., continues to head local office.

Martin May Join Federer

Lincoln, Neb.—Reggie Martin may join forces with Howard Federer, general manager of Westland Theaters, for a west coast radio station. Martin recently resigned the station manager job with KFAB-KFOR here, and Federer used to have WDAG, Amarillo (now KGNC).

. . . Did you know that the instructors in The School of Radio Technique are well-known men constantly engaged in radio productions?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

SAN FRANCISCO

Dudley Manlove, former vaudevillian and announcer, streamlines by train to New York to appear on Dave Elman's "Hobby Lobby," tomorrow.

Rush Hughes has finally gotten over his cold which he got in Chicago recently and which was aggravated by his trip west in the cab of the stream-lined U. P. train "City of San Francisco." The trip, however, was worth it. Rush spieled plenty.

H. E. Middlebrooks, transmitter specialist, with other CBS experts, here from Hollywood.

Van Fleming, NBC producer, practically chosen for a new commentary show in the making.

Ruth Farber, 13-year-old San Francisco contralto, won the Bennie Walker (Holsum Bread) Amateur Finals and will get an air trip to New York and a week's stay at the Waldorf-Astoria Hotel from the agency, Leon Livingston.

Allen Shepherd is doing the announcing for Durkee's "My Secret Ambition," emceed by Tom Brenneman, which emanates from the Palace Hotel on Sunday nights for CBS coast release.

Gordon Mooser has been transferred from KEHE to KYA, where he's chief accountant.

Billie Byers, NBC actress, will return to "Hawthorne House" Feb. 16, broadcasting from a wheel chair. An auto accident, in which she received a broken leg and a cut face, caused Ted Maxwell, author of the Wesson Oil serial, to write her out.

KQW (San Jose) has lost E. L. Barker, manager there, to the NBC sales department.

Dick Wynne, KYA announcer, presents the 8 a.m. news edition at the outlet, Clarence Myers, press chief, the mid-day and mid-afternoon flashing, and Dick Deasy, announcer, does the final night edition at 6:15.

CANADA

Harry O'Donnell of CKY is broadcasting weather bulletins over CBC western network.

Charles Jennings has been named CBC chief announcer in Toronto.

Mercer McLeod, Vancouver, B. C., program director of CBC, has been transferred to Winnipeg to produce the Sunday show, "Tudor Manor."

Johnny Craig, commercial representative at CKX, Winnipeg, recently did some pinch-hitting as hockey announcer.

☆ Coast-to-Coast ☆

SCORING a double news scoop within an hour, Iowa Network's news staff flashed first reports of Gov. Nelson G. Kraschel's decision to run for reelection as governor rather than for senator as had been the popular belief. Iowa's first news of the decision came when Glen Law, IBS newscaster, aired it over KSO-KRNT. Within the hour, Ken Brown, special events director, had rushed a line into the governor's office and had the first personal message broadcast on the subject by the governor, over the same stations.

Jim Randolph's new "Tangled Tunes" program on KRNT, Des Moines, rechristened "Riddles in Rhythm" just before it hit the air, drew a tremendous response from listeners who kept him busy reading their letters and entries all week. Aired Saturday nights from a local tearoom, show features a medley of four tunes whose names suggest a fifth tune title.

Wally Townsend, CKLW (Windsor-Detroit) staff pianist, is back on the job again after several weeks' illness minus 30 pounds and plus a mustache. During Townsend's absence, Roy Milne took over the piano duties.

Flying mud held no terrors to Lornie Wilkinson and Al Michel, WHBY and WTAQ sports announcers when they collaborated in presenting a sportscast of the first mud wrestling match ever held in Green Bay, Wis., for through cooperation of the city fire department both announcers were fitted out with firemen's helmets, slickers and boots.

WJAG, Norfolk, Neb., recently received an unusually high tribute from the family of an 87-year-old woman who had just died in a nearby town. The old lady's last few years had been made brighter by WJAG's programs.

Lee Goldsmith, studio manager at WCKY, Cincinnati, is mourning the theft of his auto.

Frank Barden, dramatic baritone, does a third guest shot on Pepper Upper show next Sunday at 5:30 CST over Dr. Pepper-Dixie Network.

Walter Weaver, commercial manager of KIDO, Boise, Ida., is without a home these days. Two small daughters have smallpox.

An interview with Byron "Whizzer" White, Colorado University's All-American quarterback and the nation's leading scorer last fall, highlighted a series of broadcasts presented during Eleventh Annual Elks Boxing Tournament by KFEL, Denver. Broadcast was handled by Bill Welsh, with Frank Bishop of the KFEL staff doing the between-round commentary.

Voice of Aaron Feinstein, formerly of Schenectady and a WGY dramatic player but now airing daily from KZRM, Manila, has been picked up on short wave sets around Schenectady.

Approaching its second year, KSL's "Midnight to Dawn Review," seven hours of music, mirth and melody each Saturday and Sunday a.m., has established all-time record for sponsorless, plugless broadcasting. The Salt Lake City show is and has been entirely sustaining except for goodwill salutes to listening communities and DX clubs. Radio newspaper readers were apprised of the fact in Geoffrey Archer's column in the San Francisco Daily News. The program without a plug thus got a plug.

KANSAS CITY

Myra Clark has been added to the KXBY continuity staff by Miss Margaret Hillias, program director.

Joe Negeim, vocal artist recently returned from Arabia, has joined KMBC.

Sol Bobrov and Val Tatum have been added to the WHB musical staff. Besides working in a daily quarter hour feature, "The Romancers," Bobrov will continue as WHB musical director.

J. Allen Jacobs, recording engineer for KMBC, left Friday night by plane for Philadelphia and New York to visit recording laboratories.

Ray Moler, KMBC technical supervisor, went to Columbus to attend a ten-day conference of broadcast engineers at Ohio State University.

George Couper Jr. of KXBY sales staff is in Chicago on business until the middle of next week.

KXBY is trying a novelty on early morning time program, "The Waker Uppers," using a feminine voice, Margaret Hillias, as an aid to regular announcer.

Clarence Rand, orchestra leader who formerly worked for WHB, stopped off on his way to Chicago from the coast.

CBS AFFILIATE

KLZ

Representative E. Katz Special Advertising Agency

DENVER

It's Program Power is it's Pulling Power

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. William B. Stuhler
Young and Rubicam, Inc.
285 Madison Avenue, N. Y. C.

My dear Mr. Stuhler:

During the year 1937, Young and Rubicam has bought $3,526,430 worth of time on NBC and CBS. This figure marks your company as one of the leading advertising agencies in the radio field.

Your past record proves that you have produced some of the finest shows on the air. May we help you maintain this high standard by supplying you with the finest in recording?

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W. Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 28 NEW YORK, N. Y., WEDNESDAY, FEBRUARY 9, 1938 FIVE CENTS

Baldwin's Parting Blast

RCA NET FOR 1937 ESTIMATED AT 9 MILLION

RCA net profit for 1937 is estimated at $9,000,000, equal to 41.5 cents a share on the common, compared with $6,155,900 or 21 cents in 1936, it is stated by President David Sarnoff in a letter to stockholders announcing that annual meeting will be held April 5.

Gross income of the corporation for the year is estimated at $112,650,000,

(Continued on Page 2)

Phelps Introduces Bill Against Libel Actions

Albany—Bill sponsored by Assemblyman Phelps Phelps, who also is a WMCA commentator, to exempt stations from liability as a result of unauthorized remarks such as ad

(Continued on Page 3)

Canadian Sustainings Take 57% of CBC Time

Ottawa—Time on CBC network is taken up by 57.25 per cent Canadian sustaining programs, 3.3 per cent Canadian commercials, 17.8 per cent U. S. sustainings, 8.9 per cent U. S. commercials and 12.22 per cent sustain-

(Continued on Page 3)

Allis-Chalmers Plans

Allis-Chalmers Co. (farm equipment) will start a new show March 5 on NBC-Blue out of Chicago, Saturdays 10:30-11 p.m. EST. Show will be a musical plus a speaker. Split network of 24 stations, will not bring the program to the East. Agency is Bert G. Gittins of Milwaukee.

Five Shumates

St. Louis—New claimants to the "brothers-in-radio" title are the Shumates of St. Louis and Des Moines. They out-brother the Patts and Starks by one full brother. KMOX accounts for four Shumates—Don, Paul, Louis and Ray—the Shumate Brothers Quartet. Then at the Des Moines end there is Gene Shumate, sports announcer for KRNT and KSO of the Iowa Network.

CRITICS' FORUM



QUESTION No. 7

What types of programs do you like best?

ANSWER

Program	Points
1. Variety	786
2. Drama	514
3. Symphony	494
4 Dance Bands	310
5. Commentators	294
6. Sportscasts	274
7. Novelty	198
8. Forums	153
9. Comedy	130
10. Familiar Music (Popular and Classical)	90

FOREGOING tabulation, giving the program preferences of nearly 150 of the nation's leading radio editors and critics, and in many cases directly or indirectly reflecting the likes of their readers, speaks for itself.

In connection with the high place accorded drama, it is important to note that hardly any of the editors mentioned serials. This is taken to mean that the preference is for drama of the legitimate category rather than for the continued chapter plays. Comments in other departments of the Forum, relative to the improvement noted in radio drama the past year, strengthen this conclusion.

The same applies to the music division, in which symphony works rate third in the editors' preference list—and then, just to show that the newspaper boys are not ultra-highbrows, they give fourth place to dance bands.

The low position given comedy reflects, more than anything else, dislike of the poor quality of such material that has been hitting the air lately.

Starting tomorrow, the "Squawks" will begin. These are the straight-from-the-shoulder criticisms, observations and peeves by the specialists in radio listening, and are the most interesting feature of the Forum.

New Bill Would Create Program Censor Board

Washington Bureau, RADIO DAILY

Washington — Measure to be filed by Senator Clyde L. Herring in the next two weeks to set up a radio board of reviews within the FCC would take the form of an amend-

(Continued on Page 3)

IRS Adds 2 Stations

International Radio Sales, Hearst Radio subsidiary, on March 1 takes over national representation of WDRC, Hartford, and WORC, Worcester, both CBS stations. Deals were arranged by Murray Grabhorn, g.m. of IRS, with Franklin H. Doolittle of WDRC and Edward E. Hill of WORC.

Store Buys and Donates Sunday Period on WTAR

Norfolk—W. G. Swartz Co., local store, is building up loads of goodwill, and indirectly helping its business, by purchase of a 6 p.m. Sunday spot and donating the time to any social, civic, fraternal or religious organization desiring to use it for promotional purposes. Feature made its debut last Sunday and already is booked up for a month.

Schillin WINS Sales Head

A. B. Schillin of the advertising agency bearing his name has been appointed director of sales for WINS, the Hearst station in New York. Although Mr. Schillin has resigned, the agency will continue.

Hot Final Report is Being Submitted by Managing Director of NAB

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Declaring that he cannot offer his services to the NAB beyond his present term because "conflicts of interests at times have made the job difficult," Managing Director James W. Baldwin will submit a hot document as his final report to the association when the annual convention opens Monday. Among other things, Baldwin charges NBC and CBS with possible mon-

(Continued on Page 3)

REPLY ISSUED BY SESAC TO NAB REPORT ON MUSIC

Society of European Stage Authors & Composers Inc. (Sesac), in a reply issued yesterday to the NAB report of last Aug. 18 which dealt with the Sesac musical catalog, charges that latter report contained "numerous mistakes, misleading aspects and erroneous conceptions". It is pointed out, first, that the Sesac repertoire consisted of about 19,000 copyrighted compositions at the time of the NAB

(Continued on Page 3)

Husted and Koepf Join WLW-WSAI Sales Staff

Cincinnati—K. Wallace Husted, assistant g.m. of WCCO, Minneapolis, joins WLW-WSAI on March 1 as assistant sales manager in charge of western division, while John Kuelling Koepf, promotion manager of Cincinnati Post, joins Feb. 14 as sales

(Continued on Page 2)

One Year Old

A cake with one brightly burning candle is in order at RADIO DAILY today, marking the first anniversary of the radio industry's first and only daily trade paper.

Due to beehive activity in putting Radio Annual to press, there will be no special birthday ceremonies this year. But wait until the fifth anniversary rolls around!

RADIO DAILY

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, Feb. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135	132¼	135	+ 1⅞
CBS A	19⅜	19	19⅜	+ ⅜
Crosley Radio	9⅜	9¼	9⅜	+ ⅜
Gen. Electric	40	38⅝	40	+ 1½
RCA Common	6⅛	6	6	....
RCA First Pfd.	46¼	45	46¼	+ 1⅛
Stewart Warner	9	8⅞	9	— ¼
Westinghouse	94½	92	94¼	+ 3⅜
Zenith Radio	13½	13	13½	+ ⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15	15	15	+ ¾
Nat. Union Radio	¾	¾	¾	....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¾	6¾

RCA Net for Past Year Estimated at 9 Million

(Continued from Page 1)

up 11 per cent, and net income was $15,400,000 an increase of 34 per cent. Tax deductions amounted to $2,100,000, an increase of 85 per cent; patents and goodwill deductions were $4,300,000, up 3 per cent. Total dividends paid during the year totaled $6,409,226, paid to 11,790 preferred and 230,659 common stockholders.

Music for Mentally Ill

Syracuse — WFBL's staff orchestra got its most unusual request to date, when asked to perform a radio experiment in an effort to cure a mentally-ill patient at Onondaga General Hospital. Patient lost his memory last fall as result of an auto accident. Recently he showed temporary consciousness on hearing music, so it was arranged for Dick Mulliner and WFBL ork to play his favorite tunes. Doctor's report now awaited.

The PERFECT MARKET'S LOUDSPEAKER WOKO ALBANY, N.Y. Newly Equipped for Super Power ★

More Seats, Price Hike For KMBC's Barn Dance

Kansas City—Success of KMBC's "Brush Creek Follies", barn dance program, is evidenced by moving of the show to bigger seating space in Ararat Shrine Temple and boost in admission prices, formerly 25 cents, to 40 cents for adults and 20 cents for kids. Fran Heyser and Jimmie McConnell produce the show, with Texas Rangers heading talent.

Switch to Ararat is being publicized by "Chick" Allison, KMBC promotional chief, via taxicab cover placards.

Pushing Albany Measure Protecting News Sources

Albany—A drive to pass the Hall-Thompson bill, exempting newspapermen, including trade paper employees, from divulging sources of information before any State court, tribunal or legislative committee, is scheduled for this week. Senator G. L. Thompson and Assemblyman Leonard Hall are scheduled to press for favorable report from committee.

Bill Lengel in New Offices

William C. Lengel-Literary Associates is moving offices to more commodious quarters at 654 Madison Ave. Bill Lengel, former Cosmopolitan, Liberty and Columbia Pictures editor, now represents one of the most distinguished list of authors in America, handling their work in the literary, radio and motion picture fields.

Honti Introducing "Lita"

"Lita", new tango foxtrot just published by Whitney Blake, will be presented for the first time by Josef Honti on his "Continental Varieties" over NBC-Blue at 3 p.m. today. The number was written by Maud Miller Stevenson.

Harry Hoff Joins Hammer

Harry Hoff has resigned from Consolidated Radio to join Sam Hammer Radio Productions as head of sales department.

Eve Veverka heads the woman's department.

WOR "Hymn Singer"

Norman Gray, "The Hymn Singer", with Louise Wilcher at the organ, starts a new series over WOR at 9:15-9:30 a.m. Saturday. Also will be heard Mondays, 9:45-10 a.m.

WMCA Early Dance Show

A Monday through Saturday dance program at 7-7:45 a.m., with recordings of popular bands, is now being presented on WMCA. Joe Tobin and Sam Brown are announcing.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

Canadian-U. S. Tangle On Commercial Programs

Ottawa—Delicate yet complicated situation that confronts Canadian and American outlets, networks and commissions involves the use of some Dominion outlets for U. S. network commercial programs while others are being deprived of them. Reason for the latter is that U. S. network stations have contracts protecting them within a certain radius.

Specific case cited is that of KOMO, Seattle, whose owner O. B. Fisher declared that NBC gave him exclusive service within a radius of 125 miles. CBC station, CBR, in Vancouver, is about 123 miles from KOMO. However, neither the FCC in the U. S. nor other government departments as well as the CBC and NBC wish to state flatly that any valid contract exists which may be termed an international instrument. Major Gladstone Murray of the CBC is working out something in effort to end the embarrassment. KOMO does not object to NBC sustainings being heard in Vancouver.

Husted and Koepf Join WLW-WSAI Sales Staff

(Continued from Page 1)

promotion manager, it is announced by Robert G. Jennings, v.p. of Crosley Radio Corp. and general sales manager of the stations. E. C. (Jimmy) Krautters, who moved to the sales department a few months ago, has been promoted to assistant sales manager in charge of service.

Jack Douglas at WJBK

Detroit—Jack Douglas, emcee, formerly with NBC in New York as well as WJR here and WLW in Cincinnati, is now at WJBK emceeing a new morning commercial, "Night Watchman". Douglas expects to originate a couple of new network shows from here. Next week he will appear with the Al Pearce show when it airs from this city.

"Round Table's" 8th Year

Chicago — "University of Chicago Round Table", NBC program, starts its eighth consecutive year next Sunday with its 350th broadcast. Besides being oldest program of its kind, it has about the biggest audience of any daytime educational offering.

Radio Talent at Hotel White

Now being heard daily at cocktail time in the Mary Murray Room of the Hotel White are Peter Chambers, Kathryn Mayfield and Lew Coby. The Murray Hill hostelry presents singers and instrumentalists from the radio field for personal appearances.

Workshop Honors Boy Scouts

Columbia Workshop will pay tribute to the Boy Scouts of America in connection with the organization's 28th anniversary in a special program Saturday entitled "Be Prepared."

COMING and GOING

G. E. ZIMMERMAN, vice-president and general manager of KARK, Little Rock, Ark., is in town.

HAROLD V. HOUGH, general manager of WBAP, Fort Worth, and treasurer of the NAB, is in town for a few days before going to Washington for the NAB Convention next week.

MARTIN B. CAMPBELL, general manager of WFAA, Dallas, is another visitor in town.

KERN TIPS, manager of KPRC, Houston, arrived in town yesterday.

FRANK RYAN of CKLW, arrives in New York tomorrow on a business trip.

HAVEN MacQUARRIE and his "Do You Want to be An Actor?" heard Sunday nights on NBC-Red, go back to the Coast after the Feb. 13 broadcast.

MRS. ALBERT SPALDING, wife of the violinist, arrives in New York today on the Ile de France from abroad.

RUDOLPH SERKIN, pianist, sails today for Europe, accompanied by MRS. SERKIN and URSULA SERKIN.

MME. KERSTIN THORBORG, Metropolitan Opera contralto, and her husband, GUSTAF BERGMAN, sail today on the Washington for the other side.

ADOLF BUSCH, violinist, and MRS. BUSCH also are passengers on today's outgoing Washington.

SONDRA KOSTNER, radio actress, and ELEANOR LANCASTER, are motoring to New Orleans for Mardi Gras on Feb. 25. Trek is being made in a trailer—radio-equipped.

MEFFORD RUNYAN, CBS v.p., left Hollywood on Monday for San Francisco to continue his inspection tour of western CBS. Donald W. Thornburgh, v.p. in charge of Coast operations, accompanied Runyan.

LESLIE LIEBER, CBS publicist in New York and an on-and-offer with the "Saturday Swing Club", is in Hollywood for a month of lookaround from the Hollywood Roosevelt.

SAM SLATE, contact for James A. Greene & Co., Atlanta, is in town to work on new Nehi show which starts on NBC March 11.

4 More Canadian Stations Are Signed by Weed & Co.

Weed & Co. has been appointed American representatives of four additional Canadian outlets. One is CHNS, Halifax, effective Feb. 21. Station is 1,000-watter managed by Major Coates Borrett and is a basic member of the Maritime and CBC networks. Other stations are CKPR, Fort William, Ontario; CFAR, Flin Flon, Manitoba, and CKBI, Prince Albert, Sask. The last three stations mentioned are to be represented immediately.



BALDWIN IS SUBMITTING HOT FINAL NAB REPORT

(Continued from Page 1)

opolies and recommends creation of a radio board of review.

Under the NAB reorganization plan, which is the main objective of the convention, the post of managing director is eliminated, with a paid president to be appointed instead.

The proposed Havana treaty, Baldwin declares in his report, would make it possible for nine NBC stations and four CBS stations to increase their power to 500,000 watts or more.

"I hold that therein lies one of the greatest dangers that has ever faced the American broadcasters," Baldwin states. "The possibility of a monopoly in broadcasting by NBC and CBS is obvious. If NBC is allowed to operate its nine stations and CBS its four stations with 500,000 watts or more, they will be given a virtual monopoly on broadcasting in the U.S."

Commenting on character of radio programs, Baldwin states that shows in bad taste can never be excused and places the blame for poor programs on advertising agencies, whom he declares have been given a free hand to hire script writers.

"It is my belief that the failure of broadcasters to accept the responsibility in this matter will be ample justification for the FCC to adopt regulations governing this subject," says Baldwin. He recommends creation by the network affiliated broadcasters of a board of review which would serve in an advisory capacity on all network shows.

Proponents of radio legislation are expected to make use of the Baldwin report.

Canadian Sustainings Take 57% of CBC Time

(Continued from Page 1)

ings from BBC, according to Major Gladstone Murray, g.m. of CBC.

Delegates to the Canadian broadcasters convention here were told that an average of only eight and a half hours weekly is taken by U. S. commercials, giving CBC $120,000 a year, while about $250,000 a year in programs had been rejected.

Gladstone added that U. S. programs are of such high caliber that CBC would be glad to have them even with the advertising deleted.

New Authors' Agency

Center & Johnstone have opened a talent agency, handling authors, at 285 Madison Ave.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service

NEW PROGRAMS—IDEAS

Melody Puzzle Variation

A variation of the melody puzzle idea is being used successfully for the second year by KVI, Seattle-Tacoma, for the Tacoma Philharmonic Orchestra. Last year the half-hour program each Sunday brought such a response that it has been started again this year. Recordings of familiar classical numbers are played, a brief description of the composer, his life and the qualities that characterize his music is given, then listeners are invited to send in their lists of the names of the selections. First five sending in correct answers receive tickets to the next Philharmonic concert.

Ruben Gaines, KVI announcer, who was formerly business manager of the Philharmonic, handles the broadcasts.

KIRO "Question Box" Grows

Some 400 spectators gathered at Third and Pike in Seattle, the other evening to watch the fun on KIRO's "Question Box" program, conducted by Maury Rider and Al Botzer.

While the program is not unique in context, it appears that the questions on this particular edition are super-sticklers, for the prize money has mounted each week, until there's $20 in the "kitty"—not a bad take for answering only four questions correctly.

Program is sponsored by Eastern Outfitting Co., who award a merchandise prize for each set of four questions, complete with correct answers, accepted for use on the program, as well as a $5 bill to each contestant who answers one complete set of questions correctly.

Reply Issued by Sesac To NAB Report on Music

(Continued from Page 1)

report, whereas NAB gave the number as only about 5,000; that later additions to the Sesac catalog bring the number of compositions to about 25,000 at present; that the NAB report contained "a number of questionable and erroneous advisory statements of a legal nature"; that Victor Herbert's "Badinage" is in the Sesac repertory, not Ascap's as suggested in the report, and that about 50 additional stations have acquired the Sesac license since the report and up to Jan. 1.

Sesac says it has received hundreds of unsolicited letters from stations praising its repertoire and music. Commenting on the intention of NAB to issue a supplementary report, Sesac says this would be "useless and meaningless until the first one has been corrected."

The NAB report was a voluminous tome of 444 pages. Sesac's reply takes up 28 pages.

Frisco Expo Dispute

San Francisco—With airchiefs from the major nets and indie outlets in northern California agreed that broadcasts from the Treasure Island site of the 1939 International Golden Gate Exposition should be non-exclusive, plans for erection of a $400,000 broadcasting auditorium by the California Exposition Commission seemed temporarily blocked by internal disputes over right to spend the money for radio and over control of broadcasts. Legal opinion will be consulted.

Would Curb Rights Society

Montreal—A resolution urging curbs on Canadian Performing Rights Society, which he terms a "legalized racket", has been presented to the Manitoba Legislature by W. R. Sexsmith, with considerable Dominion sentiment behind him.

New Bill Would Create Program Censor Board

(Continued from Page 1)

ment to the Communications Act and provide the same penalties now imposed under the law. Aimed particularly to protect children from "unfit" programs, the bill calls for broadcasters to submit programs voluntarily to the federal board for approval.

DELEGATIONS ON THE WAY FOR THE NAB CONVENTION

Norfolk—A larger than usual delegation will represent WTAR at the 16th annual NAB convention in Washington, Feb. 14-16. It will include Campbell Arnoux, g.m.; John New, sales manager; Ralph Hatcher, sales promotion director, and Lee Chadwick, continuity head.

Fort Worth—Harold V. Hough, g.m. of WBAP and treasurer of the NAB, has gone to New York for a few days before proceeding to the NAB convention.

Detroit—Lynne C. Smeby, technical supervisor of WXYZ, leaves Sunday for the NAB convention in Washington.

Salt Lake City—S. S. Fox, g.m. of KDYL, and J. M. Baldwin, chief engineer, have gone east for the NAB meet and to look over new equipment.

Phelps Introduces Bill Against Libel Actions

(Continued from Page 1)

lib statements on quiz and interview programs, was filed in the lower house yesterday. Measure has strong backing by stations and advertising agencies.

MICHIGAN
TEST ANY WORTH WHILE PRODUCT
on 8 Stations
in 8 Major Cities
on 1 Complete Network
at One Low Cost
MICHIGAN
WXYZ (KEY STATION) DETROIT
RADIO NETWORK

AGENCIES

ALVIN AUSTIN CO. has been named to handle account of Eastern Wine Corp., California wine firm. Radio will be among media to be used in promotional activities. Emil Mogul is account executive.

ROBERT G. PATT, formerly associated with Campbell-Ewald, has joined Free & Peters Inc., Chicago, radio reps.

ROBERT BURNS & ASSOCIATES INC., new agency, has been organized and has offices at 221 North La Salle St., Chicago.

CRAMER-CRASSELT, Milwaukee, is reported giving up the Maytag (washing machines) account. Numerous Chicago agencies have been soliciting the account but none has been announced as successor. Maytag Co. offices are in Newton, Ia.

RADIAD SERVICE, Chicago, has moved to new quarters at 612 N. Michigan Ave.

KGVO, Missoula, Mont.

Manager A. J. Mosby and Chief Engineer Tom Atherstone made a motor tour of station's coverage to check reception since installation of new Truscon radiator. Findings were very o.k.

Marguerite Hood, co-director of radio extension division of Mont. State University which functions through KGVO facilities, has been invited to address National Conference of Music Educators in St. Louis, March 27-April 1.

New setup of "Boos and Bouquets" programs includes H. F. Kane, speaking in behalf of listeners; Ann Dunne, presenting bouquets, and Jimmy Barber, accepting comments and making necessary remarks.

WICC, Bridgeport

Joe Lopez, Mack Parker, Sherman Reilly and Jud LaHaye will be the "fearless four" on the new Wednesday evening show known as "Tompkins Center" from New Haven.

Dorothy Whitehead of press department birthdayed Sunday.

WNBC, New Britain

Bobby Jones, warbler, has turned salesman on the staff.

Program Director Hal Goodwin and family have moved to a home in the suburbs.

Representatives of three denominations will have International Brotherhood Day as their topic when they air Feb. 20 at 2 p.m.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT

Greetings from Radio Daily

February 9

Chester Lauck — Chares Marshall
Mrs. Mack Millar — Walter Preston
James Rich — Wilmer Walter



● ● ● **Miami, Feb. 8—MIAMI MEMOS: Ted Husing arrived yesterday with Betty Lawford. He packed his trunk with clothes and took an overnight bag for the train trip. On his arrival here he remembered that he forgot to ship the trunk—so he's without clothes....Phillips H. Lord has the room next to ours at the Roney. He plans going to Cuba....Understand that Playwright Irwin Shaw is preparing a show for Roger White office.... A travel bureau takes over the time vacated by the Tim and Irene show on MBS the 13th....Willie and Eugene Howard are due here shortly to prepare for a radio show produced by Lester Lee....Some one here related that Nat Abramson of the WOR artist bureau just bought a 400-acre place up in the Catskills—and it was named "10 Per Cent Acres"....Jack Thurston made a big event out of christening the new organ at WQAM today.... Heywood Broun and Quentin Reynolds are slated to appear on Dinty Dennis show tomorrow night. We went on a little while ago with Songwriters Al Dubin and Joe Burke—who hadn't been talking to each other for years—and had the two big kids kiss and make up before the mike. Jack Robbins is throwing a cocktail party for them at the Dempsey-Vanderbilt to further commemorate the event....Goodman Ace, who has been betting on everything around—and losing plenty, made a "mind bet" the other day, according to Jane Ace—and now he's lost his mind!**

● ● ● *In a room at WIOD there are two framed pictures. One is of Ozzie Nelson and his crew taken Jan. 21, 1932—when he was picked up from the beach for the Lucky Strike "Okay America" series. The other is of Rudy Vallee and Eddie Cantor taken Feb. 5, 1931—a Chase & Sanborn show....Station has a studio-theater seating over 200 including the balcony....When escorted through the studios of WQAM, Norman McKay and Prexy Fred Borton instructed the guides to deliver two types of propaganda—according to the time of day one is passing through. If it's night-time, you're told that the studios look better in daylight—and vice versa....Station has a beautiful audition room overlooking the bay, and the walls are done up in murals of the sea.*

● ● ● **Freddy Martin and his band, playing at the Royal Palm—which has the most beautiful girls, dances and music we've ever seen even in the N. Y. spots like Billy Rose's, Casino, Paradise, etc.—have been renewed despite the fact that Freddy has been confined to the hospital in serious condition since his arrival. He left the hospital bed yesterday for home—where he'll be another two months....Because Ascap isn't recognized in Florida and publishers refuse to send music down here, picture press agents are hustling orchestrations under their arms to the places—so as to get song plugs for pictures....Eddie Cantor and his troupe plus Ted Lewis play Philadelphia March 16-19 with Eddy Duchin, Shep Fields and Morton Downey slated to go there April 27-30....Incidentally, Eddy "The Great's" opening at the Grove in Hollywood brought down the house, according to Californians visiting here. With Dorothy Lamour, Frances Langford, Virginia Verrill, Del Casino and Sam Coslow, among those helping Eddy click....Jerome Kern, fully recovered, is working with Oscar Hammerstein II and Otto Harbach on "Gentlemen Unafraid"—about West Point.**

● ● ● *W. C. Handy has just completed a deal with Paramount for the title "St. Louis Blues," bought for $2250....Columnist without portfolio Dorothy Dey is on the air via WKAT twice weekly from the Dempsey-Vanderbilt....Joe Copps, publicity director for Miami, had Floyd Gibbons on the air last night on his "Men of Miami Beach" show which features visiting personalities thrice weekly over WKAT....Hester Peabody, formerly with WHDH, WCOP and WBZ, has a show here called "What's in Your Name"....Bettye Lee Taylor, program director for WKAT, has a "Hits of Yesteryear" show with Helen Hockett, ass't to Frank Katzentine, running a program for the local power and light company called "Sunshine Sally."*

GUEST-ING

ALICE WHITE and BUSTER CRABBE, on "30 Minutes in Hollywood," Feb. 13 (Mutual, 6 p.m.)

ALBERT SPALDING, with Indianapolis Symphony Orchestra, Feb. 19 (Mutual, 9:30 p.m.)

TEDDY GRACE and BOB GIBSON, on "Ray Block's Varieties," Feb. 10 (CBS, 3 p.m.)

CONSTANCE BENNETT, with Tyrone Power in "I Will Be King," Feb. 13 (NBC-Blue, 9 p.m.)

JOHN DOS PASSOS, on "Book-of-the-Month-Club Concert," tonight (WQXR, 8 p.m.) IRITA VAN DOREN, same program, Feb. 10; MARCIA DAVENPORT, Feb. 11; ALLEN NEVINS, Feb. 12.

TED LESSER, Paramount talent scout, on "NBC Jamboree," Feb. 10 (NBC-Blue, 10:30 p.m.)

CONSUELO DE LAMAR, soprano, singing from Cuba, and SARA ALLGOOD and WHITFORD KANE in "Mr. and Mrs. Whelan at Home," on "Magic Key," Feb. 13 (NBC-Blue, 2 p.m.)

PHYLLIS KRAEUTER, cellist, on "Rising Musical Star," Feb. 13 (NBC-Red, 10 p.m.)

ENID SZANTHO, contralto, with Philadelphia Orchestra, Feb. 14 (NBC-Blue, 9 p.m.)

GUILA BUSTABO, violinist, with New York Philharmonic Symphony Orchestra, Feb. 13 (CBS, 3 p.m.).

OLIVIA DE HAVILAND and GEORGE BRENT on " Your Hollywood Parade", Feb. 16 (NBC-Red, 10 p.m.).

ROBERT BENCHLEY, on Kate Smith Hour, Feb. 24. (CBS, 8 p.m.).

FELIX KNIGHT, on Leo Reisman-Schaefer Beer program, Feb. 10 (WEAF, 7:30 p.m.).

GINGER ROGERS and DOUGLAS FAIRBANKS JR. in "Brief Moment", on "Lux Radio Theater", Feb. 14 (CBS, 9 p.m.).

Barton to Speak

Congressman Bruce Barton will speak on "The Heart of Lincoln" over CBS on Sunday, 2-2:15 p.m., as part of the web's observance of Abraham Lincoln's birthday.



UNIVERSAL HAND SET

for transreceivers, 'phones and inter-systems, Hi output quality microphone.

Microphone Division
UNIVERSAL MICROPHONE CO. LTD.
424 WARREN LANE
INGLEWOOD, CALIF., U. S. A.

PROGRAM REVIEWS

"American Portraits"

As an NBC Educational Feature, this new series on the Red network, Saturday 9:30-10 p.m., is a cavalcade of the lives of men and women who figured in American history. Biographical dramatizations are being presented in cooperation with the New York University Hall of Fame, subjects being chosen from those who have been honored by representation in the rotunda of the N. Y. U. Hall of Fame. Source of material otherwise is fully credited and the first "portrait" on the list was that of Andrew Jackson. All of the scripts will be done by Raymond D. Scudder of the NBC continuity staff and based on the Dictionary of American Biography which has just been completed after 10 years of research.

First program, if any indication of what is to follow, should make the series one of the best of its kind to date. Story was clearly told, with the aid of narrator and dramatic cast plus a little incidental music and a mixed chorus. It was easy to follow the story and for the listener to retain a chronological order of events in the life of Old Hickory. This type of show would lend itself admirably to any history class with the loudspeaker right in the class room.

William M. Kiplinger

Heard periodically on the American Banks program over NBC-Blue on Monday nights, William M. Kiplinger of Washington is far and away the most sane, sensible and meaty commentator on the air as far as business economics are concerned. With no leaning to hysteria, one way or another, but in a soft-spoken manner that inspires confidence, Kiplinger packs more authoritative and substantial information into four or five minutes than some commentators try to put into a half hour. What's more important, Kiplinger talks with the quiet assurance of a man who knows what he's talking about. Because of the letter service which he supplies from Washington, he probably isn't interested in a weekly sponsor. But if he were, plenty of industrial firms would have a great bet in him.

WPG, Atlantic City

"Midnite Patrol," mystery dramas by Operator A. Harry Zoog, return to the air at 11:15 p.m. Sundays.

Benny Bishop, announcer-tenor-emcee, has a new Sunday sponsored program, "Music and Flowers," with organlog by William H. Jackson.

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!
"Your Writing Reveals"
A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered.
HAVE YOU SEEN THE SALES BROCHURE?

ORCHESTRAS - MUSIC

HERB GORDON and his ork, heard over CBS from Albany's Ten Eyck Hotel via WOKO on Tuesday and Thursday at midnight, may switch to NBC-Blue via WABY. Gordon was in New York early this week conferring with Rockwell-O'Keefe.

Victor Arden, the Chevrolet "Musical Moments" maestro, will be tendered a party Sunday at Leon & Eddie's.

Bill McCune, who now wishes to be known as Will McCune, brings his Staccato Styled Music to CBS starting Saturday at 5:30-6 p.m., from Hotel Bossert, Brooklyn. Heretofore McCune has aired over Mutual. His vocalists will include Marc Young, Dorothy Howe, Vincent Laydell, Hal Atkinson and Staccato Stylists.

Carl Hoff, who begins his fifth CBS "Hit Parade" series on Feb. 12, will return to that program in two weeks instead of the six weeks as previously reported. Hoff is booked with Al Pearce for a week in Cleveland and one in Detroit and comes back to New York immediately after that.

CRA band activities: Johnny Hamp opens today at Netherlands-Plaza, Cincinnati, for four weeks . . . Lou Breese booked for four weeks at Nicollet Hotel, Minneapolis, through Chicago office . . . Al Jahns will be at the New Kenmore, Albany, through Feb. 25; deal made by William Burnham of New York CRA office . . . Harry Candullo set by Dick Stevens of Cleveland office for two weeks at Commodore Perry Hotel, Toledo, starting Feb. 16 . . . Ferde Grofe brings his ork to Buffalo Theater, Buffalo, Feb. 11 for two weeks . . . Marvin Frederic opens today at Syracuse Hotel, Syracuse . . . Harold Stern held over for another month at St. George Hotel, Brooklyn . . . Harold Nagel extended at Providence Biltmore.

Clarence Williams' songs, "I've Found a New Baby" was recently chosen as a criteria for swing by the Academie Francaise of France.

Bill Kearns, one of the NBC Kidoodlers, has written a new tune titled "Jam-a-Doodle," which has been recorded for Vocalion. The novel NBC foursome will be the guests of Happy Lewis on his WINS broadcast Friday at 11:30 a.m.

James C. Petrillo, Chicago musicians' head, has bought a summer residence at Fontana, Wis., on Lake Geneva.

Theodore Romhild, former "Carnation Contented Hour" conductor, has composed a symphonic number titled "Contemplation." It is dedicated to Irma Glen, NBC organist.

Edgewater Beach Hotel notified CBS that it is terminating contract within month providing for sustaining pickups.

Bobby Morro and band are the latest addition to WPEN's night club of the air, with music emanating from Frankie Palumbo's in Phila.

OKLAHOMA

W. C. Gillespie, v.p. and g.m. of KTUL, Tulsa, principal speaker at meeting of Tulsa Furniture Guild on subject of advertising.

Allan Clarks Orchestra opening ballroom engagements in new Skirvin Tower Crystal Ballroom. Clark directs WKY staff ork.

John Blatt, promotion manager for WKY, Oklahoma City, and KLZ, Denver, is in Denver on business.

Miss Jim Pettway, secretary to M. H. Bonebrake, WKY advertising manager, set for middle-aisling next summer.

Quaker Oats Farm Program

Chicago—Quaker Oats will launch new series titled "Man on the Farm" for Ful-O-Pep Foods on WLS at 12:30-1 next Saturday through Benton & Bowles, Chicago. Show is designed for farmers by farmers and will be broadcast from Ful-O-Pep experimental farm near Libertyville, Ill. Ed Aleshire is account executive.

Bob Hope Signs Writer

Wilkie Mahoney, stage, screen and radio gag writer, has been signed by Bob Hope, under personal contract, to collaborate on all his future scripts for "Your Hollywood Parade" on CBS.

SPRINGFIELD, MASS.

During the days of flood fears last week, WSPR had a regular flash service available through the co-operation of the Flood Information Bureau of the Public Service Associates. This was the first test of the practicability of the new bureau.

WSPR is now taking Mutual's "30 Minutes in Hollywood" on Sundays.

A new string sextet aired over WMAS on Sunday for the first time, making another addition to the WMAS classical programs.

WSGN, Birmingham

"WSGN Variety Hour" starts new series soon to be piped from Pickwick Club, popular nitery."

Bob McRaney, production manager, is busy these days trying to get new ideas for his special events dep't. Recently, he interviewed Tallulah Bankhead, actress, on her wedding date.

WILLIAM SCOTTI
and
The Sweetheart Rhumba Quartet
(instrumentalists)
Featured by Manhattan Soap Co.
WEAF
Thurs. 9:30 A.M. and 6:35 P.M.
Fri. 9:30 A.M.
Excl. Mgt. Ben B. Lipset
607—5th Ave., N.Y.C. PLaza 3-6268

Coming Events

Feb. 13: Broadcast Sales Directors meeting, preceding NAB convention, Washington.

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

WGH, Newport News

Entirely modernized in equipment and furnishings, studios and executive offices of WGH have been moved into the newly constructed downtown Melson Building.

Raymond P. Aylor Jr., chief engineer, visited New York to secure additional data on station's Finch Facsimile installation.

A comprehensive schedule of rebroadcasts is in effect, the latest series including the sustaining productions of WOR, Newark. This completes the three-station affiliation of WGH with WOR, WLW, WSM.

WTHT's Speed Covering Fire

Hartford, Conn.—Eighteen minutes after the sounding of call for apparatus, WTHT, broadcasting division of The Hartford Times, was broadcasting the first three-alarm fire in Hartford in more than a decade.

Station has no portable transmitter but through efficient work of Chief Engineer Richard K. Blackburn and splendid cooperation of telephone company, hook-up was made on phone through private residence across the street from fire. Program Director Bob Martineau was at the mike.

Bob Carter Celebrates

Bob Carter celebrates his first anniversary as chief announcer of WMCA on Saturday. Staff is honoring him with a dinner at the Hotel Woodward.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS



VICTOR YOUNG is in the throes of composing a tone poem, "Columbia Square," which will be heard for the first time when the new CBS studios are dedicated and opened for business at the new location, "Columbia Square."

J. Walter Thompson office in Chicago has contracted for Swift & Co. participation in the KNX noon edition of Fletcher Wiley's "Housewives Protective League," Monday through Friday, with deal running for one year in the interests of Allsweet Margarine.

Irv S. Brecher, scripter, now under a contract to Mervyn Leroy, has been loaned to do the Frank Morgan comedy sequences on the MGM "Good News of 1938."

Oscar Bradley's orchestra, again renewed on the Phil Baker broadcasts, will accompany Baker to New York when the comedian leaves here next month.

Uzia Bermani's Gypsy Orchestra furnishes a new KMTR musical program on Monday and Friday nights at 8:30.

Mark Kelly will stick his chin out by predicting the winner of the hundred grand Santa Anita Handicap, March 5, on his Thursday night sportscast over CBS Pacific Coast.

"The Immortal Mortals" is the intriguing title of Manly P. Hall's new KFAC program on Thursday nights, 9:30-10. Hall has Lal Chand Mehra assisting him on the program.

Art Fulton of Associated Cinema Studios won $5 on the KNX "What Would You Have Done?" program last week. He planked it down as a first payment on a new radio the very next day.

All-Canada Radio Facilities Ltd., Calgary, has taken the 65 quarter-hour transcriptions of "Percy and Potts in Hollywood" for release in Western Canada. Series is produced by Associated Cinema.

KFAC initials "Experience Exchange" Saturday at 4-4:30 p.m., with Steven Clensos airing experiences and problems which listeners submit for discussion and advice.

The Hal Styles "Help Thy Neighbor" program found jobs for 4,000 (not 400) in its first year.

KHJ-Don Lee net will air California Opera Co. performances from the Shrine Auditorium on a twice-weekly schedule starting March 4.

David O. Alber Expands

David O. Alber, publicity director, has moved into larger offices at 9 Rockefeller Plaza, Radio City. He will continue to specialize in radio publicity campaigns of a nationwide nature. His newest campaign centers on Morton Downey.

Other clients include Tony Wons, Jane Pickens, Emil Coleman, Mark Warnow, Victor Arden, Benay Venuta, Robert Simmons and Ken Sisson.

☆ PROMOTION ☆

School Mailing

Furniture outfit, using the Harry Earnshaw "Count of Monte Cristo" ETs over KSL, Salt Lake City, has planned a mailing to local literary clubs, libraries, and English classes of junior and senior high schools, announcing series and making available 16-page booklets of the Dumas story. Listening synopsis of the entire tale will be included.

Plug Educational Features

Attractive index-folder of its important educational features has been issued by WSM, Nashville, station of the National Life and Accident Insurance Co. Airings receiving mention in the folder, with two-month resume of broadcasts slated for each, are: "Story of the Shield," juvenile series presenting dramatizations of heroic exploits; "Adventures That Made America," program for high school students, reenacting important moments in American history; and "America Looks Ahead," an adult offering interpreting international developments.

Map Offer Pulls

Offer of a world map, free to listeners, drew more than 5,000 replies after three announcements on WHN, New York, recently. Offer came from ex-Congressman George H. Combs, Jr. station news commentator heard as a daily sustaining feature.

ALBANY

Program sponsored by The Evangelist, Albany Catholic Diocesan weekly organ, begins over WABY next Sunday.

WOKO will broadcast Pete Emma's accordion band at 4:30 p.m. Feb. 9 and 16, featuring Tommy Ippolito.

Snedden Weir, studio manager of WOKO-WABY, will address the Business Women's Institute on the subject of radio Feb. 14.

WABY is included in NBC's Blue network carrying the Friday night fights from Madison Square Garden, sponsored by Adam Hats.

WHOM, Jersey City

Dolores Cassinelli is now heard nightly except Friday in popular songs of Italy and light operatic classics of today. By coincidence, she is sponsored by Cassinelli Macaroni Co., but there's no relation.

While specializing in foreign language programs, station gives listeners many programs in English, including a series of Sunday afternoon broadcasts from the Rescue Mission in New York, also the "Irish Echoes" all-request program on Saturday nights, sponsored by Daniel Reeves stores.

Larry Reilly, Irish character actor, does an all-Irish program every Sunday evening at 10-11.

From in front of station's New York studio comes the "Sidewalk Reporter," with Ray Marshall presiding, every Tuesday and Thursday.

WTAR, Norfolk

Henry Cowles Whitehead, conductor of Norfolk Symphony Orchestra, has been chosen as musical director of the station. He continues with the symphony group.

Caleb T. Saunders, local physical culture expert, is airing a new series of five-minute shots called "Hints on Health." Rumor has it that General Manager Campbell Arnoux and Sales Manager John New have dropped a good deal of avoirdupois in Caleb's gym.

Jane Burton, secretary, resigned to take a position for a sponsor, with Eilene Wynne succeeding her.

KANSAS CITY

Myra Clark is scripting a 15-minute daily program of gossip, night spot news and music, "In Town Tonight", over KXBY.

Gertrude Wilkerson has left the KCKN staff and gone to Amarillo, Tex., to join her husband, Bob Stahl. Frances Ford succeeds her on the Bliss Syrup commercial.

George Couper Jr. of KXBY sales staff is back from Chicago.

Listerine Brushless Shave is sponsoring Jerry Burns' sports review on KXBY. H. W. Kastor, Chicago, is the agency.

Russ Crowell and wife of WHB "Modern Choir" landed in hospital by auto accident.

Kenneth Kay, singer, added to WHY early morning show featuring Jim Cliff and his hillbilly music.

WBAL, Baltimore

Station has arranged to be official voice of Advertising Club of Baltimore. Principal speech at club's weekly meetings will be recorded and reproduced over WBAL.

Maryland Congress of Parents-Teachers has started a series of safety programs.

"Cremo Treasure Hunt," rapidly growing Saturday night feature, expanded last Saturday night by increasing the second half to 30 minutes.. Paul Dumont network personality, assisted Garry Morfit, head huntsman, and Joseph Littau led a 17-piece orchestra. More than 2,000 persons crowded Ridgely Hall for the event and about 500 had to be turned away.

WHK-WCLE, Cleveland

H. K. Carpenter, v.p. and g.m., addressed the Cleveland Cornell Club on "Behind the Microphone."

Clara St. Clair, auditioned by Dick Powell at the recent auto show, appeared with Louis Rich on "Tales of Vienna" Sunday.

Ruth Parks, organist, presents a new Sunday program titled "The Magic Console."



DON THOMPSON, NBC production director, whose "Last Public Appearance" appeared in Liberty mag not so long ago, has been notified that his story was awarded a bonus prize of $100.

Libby foods took "We Are Four" off WGN after a run of several years.

Joe Gallicchio, formerly orchestra leader for Amos 'n' Andy, has returned to Chicago and has taken over the orchestra on the National Farm and Home hour during illness of Walter Blaufuss, regular leader.

Arthur Peterson has been added to cast of "Story of Mary Marlin."

Joan Winters and Connie Osgood added a regular lineup of Quaker Oats "Margot of Castlewood."

Tom Fizdale, who recently added Falstaff Beer "Public Hero No. 1" and General Mills "Valiant Lady" to his local list of clients, is sick at his home here.

Lillian Gordoni Radio Party on WSBC now sponsored by R. & B. Clothing Co. Gordoni show also is aired on Station WCLS, Joliet, by the Boston Store. Helen Burns in charge of the Joliet show.

Lou Jackobson will produce and Pierre Andre will announce Varady of Vienna series on Mutual starting Sunday Feb. 20.

Ward Cahill, formerly of WBBM news staff, is now authoring "Skelly Court of Missing Heirs" for Blackett-Sample-Hummert.

Ernest Graham is a new man on WIND engineering staff.

Bob Griffin, NBC actor, back from New Orleans vacation.

WWJ, Detroit

Dorothy Spicer has joined as Household Adviser. She will broadcast a program every morning from Monday through Friday.

Wayne University is identifying itself prominently with broadcasting activity in the high frequency station in Detroit, W8XWJ, of The Detroit News. Sixteen members of the Wayne Broadcasting Guild are announcing and script-writing, and in addition other students are participating each week in the two Guild broadcasts over the station.

WTMJ, Milwaukee

Detective Sergt. Joseph Downey, chief of New York's pickpocket squad, appears on Charles Nevada's "Last Word In Sports," to tell how he handles crowds at big Gotham sporting events.

Ina Ray Hutton, the "blonde bombshell of rhythm" and troupe of 18, play the Futuristic Ballroom with broadcasts over WTMJ.

Jack Martin, staff organist, is recovering from injuries suffered in a fall on slippery streets.

NEW BUSINESS
Signed by Stations

WWL, New Orleans: Bond Bread, ETs; SSS tonic.

WMAQ, Chicago: United Airlines, through J. Walter Thompson Co., daytime temperature reports.

KDYL, Salt Lake City: Welch's Grape Juice, Irene Rich; Sperry Flour, "Dr. Kate"; Campana, "Grand Hotel".

WNEW, New York: Carter Medicine Co., spots, through Street & Finney.

KHJ, Los Angeles: Ovaltine, "Little Orphan Annie", via Mutual, starting Feb. 28, Mon. through Fri.; Kellogg Co., "Howie Wing", starting Feb. 14, Mon. through Fri.

WFIL, Philadelphia: Lever Bros. (Spry), spots, through Ruthrauff & Ryan.

KSL, Salt Lake City: Gen. Foods, Boake Carter; Utah Banks, ETs.

KSL, Salt Lake City

"Sunday Evening on Temple Square," station's longest sustaining, takes on a new production setup on its return to airways. Earl J. Glade, creator of the popular feature, which has been on the air eight years, again heads production. Talent includes Frank W. Asper, organist; William Hardiman, violinist, and guest soloists. Glade also handles direction and announcing.

Gladys Wagstaff Pinney, continuity writer, vacationing at Sun Valley.

Gene Halliday directed the KSL concert ork for local Rotary's 27th anniversary.

Logan Garment Co., scheduled for a drama show, switched to a new KSL merchandising campaign. Using entire KSL Concert Orchestra, Gene Halliday directing, in "Fashions in Melody," with mixed vocalists, variety of music and dramatized commercials. Lennox Murdoch heads production. W. E. Featherstone placed the 52-week account, 30 minutes each Tuesday following Al Jolson. Leonard Strong is announcer.

WBRC, Birmingham

Bill Edwards, spieler extraordinary, is leaving soon for new position with WLW, Cincinnati.

Leland Childs, announcer, father of seven-pound girl named Carol Lee.

J. C. Bell, g.m., returns from Miami after two-week vacation.

Station formulating plans to air "Old Time Singing Convention" from the municipal auditorium each Sunday afternoon.

Fred Smith, ace sports announcer, has returned from New Orleans, where he attended a coaching school.

WAAW, Omaha

"Metz Melody Hour" is a new Sunday program from stage of Sokol Hall, with public admitted. Metz Bohemian Orchestra is featured, with "Hi" Schneider as emcee.

WAAW is the only local station offering news bulletins every hour on the hour. Complete details follow in six daily newscasts.

Time and temperature reports are aired every 15 minutes.

PITTSBURGH

Ted Weems demonstrated what a commercial radio buildup really can do by packing them in six days straight at the Stanley.

Curly Miller and his Ploughboys held a big farewell party on WWSW before going to WDOD.

Newscaster Norman Twigger of WCAE has shelved 10 pounds since resuming handball workouts with Jimmy Murray at the Downtown "Y."

KDKA, "Pioneer Broadcasting Station of the World," plans a big celebration the last of this month for The Pittsburgh Post Gazette, first newspaper on the air, when the Post Gazette moves into its new $1,500,000 building. A spot has been reserved on the program for Darrell Martin, America's first radio editor.

Hotel William Penn has about decided to close its Italian Terrace Room on Feb. 15. Lawrence Welk, the band playing there now, is seeking a new name for its theme song.

The WCAE studios have been completely renovated — and re-acoustiCated.

Don Bestor's violinist, Eddie Dieckmann, has left the band and is back home under consideration for a few commercial programs.

WBT, Charlotte

Under an AFM agreement, Johnny McAllister has been appointed contractor and musical director for station, with 12 musicians hired. There will be three musical groups, the other two being under direction of Pete Martin and William S. Greene.

FCC license for two short wave stations has been obtained, and J. J. Beloungy, chief engineer, says the two new mobile transmitters will be ready for use in a month.

"Freshest Thing in Town" has been set on station for Carolina Baking Co.

First juvenile artist to be featured on the station is Billie Anne Newman, 11-year-old singer, with Jack Phipps, piano and organ, and Pete Martin, xylophone and vibraphone accompanying.

Three "name" bands being heard over station this week while they're in town—"Fats" Waller, Will Osborne and Bunny Berigan.

WDBJ, Roanoke, Va.

Announcer Bob Youse, while reading a news bulletin a few days ago about the six-hour filibuster speech of Senator Pepper of Florida, called him Dr. Pepper. Slip was caused by the fact that Bob announces the "Dr. Pepper" soft drink program three times a week.

Bob Avery, chief engineer, is attending the engineers' convention in Columbus.

Jimmy Schwartzell, bass fiddle player of the house band, is teaching Announcer Irving Sharp to play.

Paul Reynolds, announcer, is seriously considering a ground course in aeronautics. Paul already pilots a plane.

The Time

NEXT MON.-TUES.-WED.

The Place

WASHINGTON, D. C.

WILLARD HOTEL

The Event

NATIONAL ASSN. OF BROADCASTERS CONVENTION

Everybody

WILL BE THERE INCLUDING RADIO DAILY WITH SPECIAL EDITIONS EVERY DAY

PHILADELPHIA

Norman Sickel has written a new script, "Behind Closed Doors," to be heard over KYW.

Peggy Morgan now being heard over WPEN in songs.

Rhoda Bennett's KYW Forum will introduce a new feature with guest stars.

"Thursday at Three" makes its bow on WFIL, featuring Frances Land, Mackey Swan and Thelma Freifelder.

WPEN "Organ Parade" is now featuring Rose Gross.

Hugh Walton, WCAU announcer, will have a song published by Irving Berlin Co.

Betty Dickert, secretary to Leslie Joy, KYW manager, has written a script for presentation by the Philly Advertising Women. She will also have a leading part in the show, over WFIL.

Mac Parker, WCAU commentator, will have well known Philadelphians pinch-hit for him while he is in Florida.

Burton Lambert, sales representative for Hearst Radio, has been appointed to the KYW sales staff by John Hammond, sales manager. Lambert succeeds G. H. Jaspert who resigned.

Jack Hutchinson is now singing over WIP.

WFIL's Jack Steck and Florence Bendon inaugurate a new series, "Cookie and Kitty."

"Talent Scout" is the title of Angelo Palange's new program over WPEN.

Norris West, assistant program director of WCAU, has arranged a series of featuring choirs and glee clubs of various colleges.

Jim Harvey will conduct a new KYW feature, "Camera Club."

Howard Jones is now the announcer of WIP's "Street Interviews."

Manning Hall at WPEN is planning a new series, "Quaker City Follies."

A. W. Dannenbaum, WDAS president, and Pat Stanton, v.p., both laid up by tonsilitis.

WDAS is taking quarter-page ads in local dailies calling attention to its extensive sports programs. Buzz Davis and Lanse McCurley are chief commentators.

Philadelphia Record has been added to list of local papers used by WDAS to publicize its programs.

ONE MINUTE INTERVIEW

HERBERT R. EBENSTEIN

"With the recorded show it becomes possible to produce a program and then hold it back until a carefully planned exploitation and advertising campaign, such as Atlas Radio Corporation's 'press book' idea suggests has whetted the public appetite. Thus every radio station will find a ready-made audience awaiting its broadcast. This idea is not new in the entertainment world—but, its practice has not yet been reached in radio."

☆ Coast-to-Coast ☆

ELINOR SHERRY, WOR singer, is tentatively scheduled to begin her personal appearance tour at the Michigan Theater in Detroit. Dates are being set by the WOR Artists Bureau.

Lawson Zerbe is playing featured roles in the "True Story" dramatic series, heard on Friday at 9:30 p.m. over NBC-Red, in addition to appearing in seven other leading air shows.

"The WSPR Jamboree" is a new program now airing nightly, 6-6:30, over WSPR, Springfield, Mass. It features Irma Serra singing to transcribed music; ET's of leading orchs and eight minutes of news by Howard Keefe. Ed Tacy is emcee.

Edward C. Ames, news commentator at WSPD and an assistant professor of English in the University of Toledo, has been named executive secretary of the Hospital Service Association of Toledo, a full-time post.

Perry Lafferty, WBRY music director, inaugurates a three-a-week organ recital from the Hotel Taft, New Haven, this week.

Edith Jackson, secretary to Bert Hauser, NBC station promotion manager, has tendered her resignation effective Feb. 15. She plans to be married to Raymond B. Price at Glen Ridge, N. J., later in the month.

Milt Brandl, WISN's (Milwaukee) Early Risers Club announcer, is in the habit of receiving requests to play certain pieces for new-born babies and people of all ages, but when he received a request last week to honor a centenarian with "Dear Old Dad," he felt rather honored.

Miss Barry Farrell, secretary to John Bates when he was commercial program manager of WOR and now secretary to Frank Braucher, vice-president in charge of sales at the station, will join Bates in the latter's own production organization on Monday.

KOBH, Rapid City, S. D.

First of new series of interviews with interesting people brought to light Maude Ruynan, mezzo-soprano visiting relatives in Rapid City. Miss Ruynan, formerly associated with Chicago and San Francisco opera companies, was heard last season over NBC and CBS networks. Program handled by Bernie Barth.

New commercial started last week features "Fred Farnum" in a twice daily spot for Tri-State Milling Co. extolling merits of Tri-State feeds and offering current market quotations as well as authenticated information regarding poultry and livestock feeding.

"Farm and Ranch Hour," formerly one-half hour sustainer and since first of the year a full-hour daily show, tops list of audience preference. Fan mail for Bert Houchins averages 10-25 letters daily in addition to phoned requests. Program disseminates authentic information from County Agricultural agents and features discussions of farm and ranch owners.

WIOD, Miami

The Vagabond Microphone, handled by Announcer Sam Parker, formerly of the U. S. Asiatic Fleet, makes a radio tour of the H. M. S. Apollo, British warship visiting in Miami harbor. Accents from five different sections in England prove entertaining to WIOD audience.

"The Tourist Radio Register," where new arrivals "write their names on the air," draws heavy fan mail.

"Bill the Time Keeper" mails his photograph to members of his early morning radio audience.

Jack Dempsey's Miami Beach Restaurant contracts for a series of evening broadcasts.

WGAR, Cleveland

WGAR's Cultural Institute, under the direction of Mrs. Jennie K. Zwick, has resumed the "Your Town" series on Saturday evenings. It's an open forum with Mayor Burton and his cabinet discussing and answering questions asked by listeners who attend the broadcasts.

Announcing staff enacted a surprise on Sidney Andorn gossip purveyor and theatrical commentator, by taking over his program last Thursday. The occasion was Andorn's third anniversary on WGAR for the same sponsor, Standard Brewing. Telegrams of congratulation were read, Walberg Brown's orchestra serenaded, and the announcers took turns interviewing Andorn.

Maurice Condon has been chosen as emcee for the Cleveland Food Show, Feb. 10-18. Bobby Breen of the movies heads the show.

Under the impression that Franklin Lewis, WGAR sportscaster, was "riding" him during hockey broadcasts, Jean Pusey of the Cleveland Barons Hockey Team came to the studios bristling with belligerence and threatening violence to Lewis. Lewis immediately drafted Pusey as guest for his early evening sports chat.

KTMS, Santa Barbara

Opening of new Montgomery-Ward store here was featured by a remote broadcast, with Bill Randol as emcee and Budd Heyde interviewing the first customers, salespeople, etc.

Inaugural show of "Kiddie Kapers," with talent chosen from Santa Barbara and vicinity, drew big mail response from listeners, who were asked to vote for their favorites on program. Success of first program has paved way for increase in local production.

ST. LOUIS

John Conrad, who last week left his KWK publicity-promotion post, left Monday by plane for the coast. Station Supervisor Ray Dady has not yet announced a successor.

More than 300 radio performers from 24 state championship contests are expected to take part in the national championship contest for hillbilly bands, fiddler, etc., at the 1938 Radio Stars Jamboree in Municipal Auditorium next Sunday.

F. A. Meyer, formerly with Federal Bake Shops, Inc., has joined WEW sales staff.

Funeral services were held Monday for Olin F. Gibson, widely known pianist, who had worked on many stations hereabouts.

WXYZ, Detroit

Lynne C. Smeby, technical supervisor, leaves for Washington on Sunday to attend the NAB convention and on general business matters for the station.

Ralph Webster, member of engineering staff, is in Columbus for two weeks attending the Ohio State University short-course for broadcast engineers.

Bernard Schultz has been added to the engineering staff.

Charles Livingstone, assistant dramatic director at WXYZ, Detroit, and his wife, Harriet, local film actress, have adopted a son. The name is Russel Livingstone. A shower, to which both men and women members of the WXYZ staff are invited, is to be staged by the time this gets into print.

WBLK, Clarksburg, W. Va.

Engineers W. P. Heitzman and E. L. Darsey are remodeling the transmitter site and doing an attractive job.

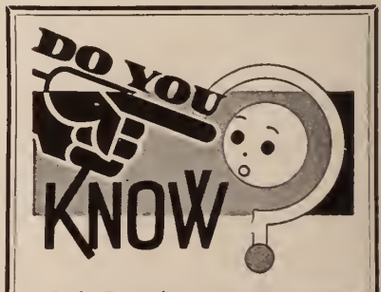
Joe Hurget, chief announcer, getting quite a bit of listener interest with his sports newscasts.

Blair Ubanks, sports announcer, drawing fan mail by his mike work on basketball games.

Jack Welsh is doing a good job with his musical clock program, but Percy the pet canary on the show is beginning to outstrip him in mail.

Due to a rug sponsor with a two-hour show, station has been signing on at 5 o'clock lately.

All DX letters are answered, and so far station has been heard in 43 states and several countries.



Jack Benny's program appears on the biggest week-to-week commercial network in the history of radio—more than 110 stations.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 29 NEW YORK, N. Y., THURSDAY, FEBRUARY 10, 1938 FIVE CENTS

Legislators Go for Baldwin Report

CANADIAN SYSTEM REPORTS $128,819 PROFIT IN YEAR

Montreal — First annual report of Canadian Broadcasting Corp. presented to House of Commons by Minister of Transport C. D. Howe shows an operating surplus of $128,819. Revenue from license fees was $741,666; from commercials, $130,434, less expenditures of $95,332, making total revenue $836,998. Expenditures were $708,179.

Phil Lalonde, returning from the Canadian Broadcasters Ass'n conven-

(Continued on Page 3)

John H. Field Jr. Named Sales Manager at WPTF

Raleigh, N. C.—John H. Field Jr., for the past three years with Free & Peters and also vice-president of their affiliate, Free, Johns & Field Inc., has been appointed sales manager of WPTF, effective March 1, it is announced by Richard H. Mason, manager. Field was at one time with the New York Times and the World advertising departments, also with Scott-Howe-Bowen, early day station reps.

Father Coughlin Network Boosted to 70 Stations

Detroit—Addition of eight stations of the Oklahoma Network makes about 70 outlets now carrying the Father Coughlin series.

KRKO Joins Mutual

Everett, Wash.—KRKO has become an affiliate of Don Lee-Mutual network. Station, owned by Lee E. Mudgett, has just observed its first anniversary.

Quick Change

Philadelphia — Television can take its time in arriving, according to Gene Edwards, WDAS announcer. Gene's been used to introducing Jean Hammill as the "charming blonde singer." The other night, after nonchalantly delivering his usual introduction, Gene turned around and discovered that Jean had transformed overnight into a decided brunette.

CRITICS' FORUM

SQUAWK DEPARTMENT

THE three leading complaints of the country's radio editors against radio are directed at the Hollywood influence, commercials and studio audiences. Outspoken comments on these and other topics are given in today's installment of the Forum.

HOLLYWOOD

"All the variety shows are full of Hollywood stars who do nothing but talk about their pictures. They are spoiling the movies for the radio audience and the radio for the movie audience. They are excellent on the air, most of them, but when they are on the air they should be radio performers, not movie actors."—MRS. WILLIAM P. BARTON, *Greenville (S. C.) Piedmont.*

* * *

"Principal squawk is the way radio has sold out to Hollywood and its damfool ideas. Variety shows have been ruined by it. 'Good News of 1938,' compared with 'Show Boat,' is the finest example of the way Hollywood has catastrophized radio. Secondary squawk is the way dramatic programs are handled and the lousy scripts they get to work with."—RALPH F. KREISER, *Bakersfield Californian.*

* * *

"Too many radio programs today are nothing but film trailers. Everybody is getting fed up on Hollywood. Best advertising a show can have today is 'This program does NOT originate in Hollywood'." — WILLIAM MOYES, *The Oregonian.*

* * *

"How long do broadcasters expect to get away with producing Hollywood programs that are mainly movie trailers? Why can't radio stand on its own feet, not Hollywood's?

"The time may come when something besides names will interest the sponsor. The program and not the name is what interests the intelligent listener.

"A playwright who knows his radio is worth a dozen movie stars when it comes to building a program that is amusing, interesting or even informative."—G. CARLETON PEARL, *The Microphone.*

* * *

"I violently object to the multiplicity of movie stars for the purpose of exploiting coming pictures. It seems that program directors think talent concoction is a failure without a celluloid star, either a nonentity or a reigning queen. These same stars are seeable and hearable at the nearest movie house, so why perpetrate their chatter on an otherwise interested radio audience?"—MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star.*

* * *

"I object to the nerve torturing voice of Martha Raye and all other like performers who think their raucous roaring is individual.

"I am heartily tired of the innumerable 'in the know' gossips who bring uninteresting news of uninteresting Hollywood stars. In fact I am fed up having Hollywood dished up as a daily radio diet."—JANE MOTTAU, *Tacoma Times.*

* * *

"There is the danger of too much Hollywood. Radio sponsors should be warned not to overdo it. Listeners will soon tire of it. Most movie actors are flops as radio stars."—CARL JOHNSON, *Tampa Morning Tribune.*

* * *

"Pet nomination for prize flop of the year is Hollywood's much-heralded entrance into radio. Every effort is being made to drag in the greatest number of stars' names. Players offer practically nothing on the air—the worst hash served up in the name of entertainment is that Metro show. 'Ah, there goes Bill Powell and Joan Blondell—and here's Bruce Cabot, Hiya, Bruce!' spouted a Hollywood m.c. Blondell, Powell, Cabot were in New York City."—CHRIS MATHISEN, *Washington (D. C.) Evening and Sunday Star.*

* * *

"I get so sick of hearing this little darling is from MGM, Fox or Whosits movie lots, where they are producing the end of time, etcetera. And, so darned many of the movie stars sound like dumb 'hams' when they go microphoning. Their curtain speeches are especially inane. Most of their stuff is an insult to the intelligence

(Continued on Page 6)

Probers and Advocates of Censorship Make Capital of Statements

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Sponsors and advocates of radio legislation on Capitol Hill yesterday welcomed the annual report of James W. Baldwin, retiring managing director of the NAB, as giving them considerable new fuel for their proposed bills.

Senator Clyde L. Herring described the Baldwin report as "right up his alley." Herring has arranged for an interview with Baldwin, indicating that the latter "would be a fine man to lead a Senate investigation of the

(Continued on Page 3)

HOUGH NOT IN ACCORD WITH BALDWIN REPORT

Harold V. Hough, g.m. of WBAP, Fort Worth, and treasurer of the NAB as well as a member of the association's executive committee, is not in accord with the publicized views of James W. Baldwin as contained in his final report to the NAB, nor do they represent the attitude of the executive committee, he told RADIO DAILY yesterday. Hough, who also is going out of office under

(Continued on Page 3)

McDermott to Manage KFH in Wichita, Kan.

Wichita, Kan.—G. B. McDermott, former commercial manager of WMAQ and WENR, Chicago, has been appointed manager of KFH here, succeeding the late Cecil Price. McDermott is a Notre Dame graduate and was with World Broadcasting

(Continued on Page 2)

Live Quotations

Detroit—Livestock quotations with sound effects is a new WJR stunt, the idea of Tim Doolittle and his Pine Center gang. Joe, Al and Curly are the sound effects members of the hillbilly troupe, and as they were all raised on the farm it's easy for them to supply imitations of yearlings, calves, pigs or sheep.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Feb. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135⅜	133¾	133⅞	— 1⅛
CBS A	19¾	19½	19¾	+ ⅜
CBS B	19½	19½	19½	+ ½
Crosley Radio	9⅜	9⅜	9⅜	.....
Gen. Electric	40½	39¼	39⅜	— ⅝
RCA Common	6¾	6¼	6½	+ ½
RCA First Pfd.	485⅜	463¾	481½	+ 2¼
Stewart Warner	9½	9	9½	+ ½
Westinghouse	98¼	94½	95	+ ¾
Zenith Radio	137⅜	131⅛	131⅛	— ⅜

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	6	7

WNOX Staff Additions

Knoxville — John T. Newman Jr., formerly advertising manager of the Norfolk Virginia Pilot and Durham, N. C., Star has joined the sales staff of WNOX, Knoxville, as an account executive.

Gaylord MacPherson and Russell Hirsch have been added to the announcer staff.

Long-Distance Interview

Chicago — E. F. McDonald Jr., Zenith Radio prexy, cruising in the Caribbean on his yacht, was interviewed the other night by Larry Wolters, Tribune radio ed, by short wave radio and wire. Wolters tried to find out the naturc of the new gadget to be introduced soon by Zenith, but McDonald wouldn't tell except to say his one-year-old daughter had been working on project 'sincc shc was six months old.

Jules Haasberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

New Bill Would Legalize Contracts With Minors

Albany—Change in the status of artist and manager, where artist is under 21 years of age and classed as a minor legally, is under consideration of the legislature, which has a bill before it as recommended by The Law Revision Commission. At present, a person under 21 can repudiate his contract at any time before reaching his majority by merely writing a letter to his manager. It is believed that much excellent radio and theatrical talent is not being brought out at present due to unwillingness of managers to handle promising material under age.

Varady Returning

Varady of Vienna, returns to Mutual either this Sunday or the following one, 1:30-1:45 p.m. Program will use Bernie Cummings out of Chicago for the first two shows until Ted Weems and orchestra return from a tour. Stations are: WOR, WIP, WGN, WHKC, KWK, WBAL, CKLW, WSAI, WHK, WOL and WCAE. Agency is Baggaley, Horton & Hoyt.

KFEL Gets Basketball Tourney

KFEL, Denver, has obtained the exclusive radio rights to the AAU Basketball Tournament which will be held in Denver, March 13-19. Semi-finals and finals will be aired over Mutual, 11-15-11:30 p.m.

Games may be sold by Mutual stations to local sponsors. Chevrolet dealers will sponsor the KFEL broadcasts. Joe Myers and Bill Welch will be the announcers.

WISN Adds News Periods

Milwaukee—With addition of several local periods, WISN now has one of the most comprehensive news schedules in the midwest. Besides his regular morning period at 9:30, Alan Hale, WISN news reporter, now airs daily news at 4 p.m. Headlines are scheduled at 10 p.m. daily and at 5:55 on Sundays. Edwin C. Hill, Kathryn Craven and Boake Carter programs also are heard over the station.

"Howie Wing" Adds on Coast

Sacramento—"Howie Wing", aviation serial which Kellogg starts on Monday over Don Lee network, will be released over McClatchy's KFBK here for supplementary coverage. Kid program is being tested on coast before national release, and a few more stations may be added. N. W. Ayer & Son, Philadelphia, is the agency.

Kemper Succeeds Conrad

St. Louis—Gene Kemper has been placed in charge of all promotion and advertising at KWK, succeeding John Conrad, it is announced by Clarence G. Cosby, general manager.

Katz Representing KANS

Wichita, Kan. — E. Katz Special Advertising Agency is now representing KANS, the local NBC outlet managed by Herb Hollister.

McDermott to Manage KFH in Wichita, Kan.

(Continued from Page 1)

System from 1930 to 1933, when he started with NBC as salesman. Russel "Fid" Lowe, who has been managing KFH since Price's death, will remain as assistant to McDermott.

Makelim Adds to Staff

Chicago — Harry Roessing, former insurance broker, has been added to the WHIP sales staff by Station Manager Hal R. Makelim. Robert Kaufman is no longer with the station.

Eleanor Fuller, one of the three girls in the U. S. to hold a first-class radio telephone license, and who was Makelim's secretary at WIND, also has joined him in his new post. Miss Fuller has done pinch-hitting at transmitter and on controls.

Asher and Jimmy to KDKA

Nashville—Asher and Little Jimmy, holders of WSM's all-time high for mail received, 40,000 letters in one week, leave for an indefinite time over KDKA, Pittsburgh. Asher has booked himself and his son solidly from Nashville to Pittsburgh. The act will return to WSM next October for seventh season.

INS Appointments

Appointment of Howard Handleman to chief of the Detroit bureau of International News Service is announced by Barry Faris, editor-in-chief. Handleman succeeds Jack Vincent, who has been transferred to the staff of the Chicago INS bureau.

"Lum and Abner" Date

New General Foods "Lum and Abner" series for Instant Postum on CBS starts Feb. 28 at 6:45-7 p.m., the same night Boake Carter begins his new General Foods broadcast on same web, 6:30-6:45 p.m. "Lum and Abner" will be heard Mondays, Wednesdays and Fridays.

Swing Trio on WHN

Winkin, Blinkin and Nod, vocal swing trio, starts a new series via WHN today at 11 p.m. and Saturdays at 1:45 p.m. They will be assisted by Bernice Allen, former WCAU-CBS singing pianist and arranger.

COMING and GOING

BOB GOLDSTEIN, the agent, sailed on the Queen Mary yesterday for England in search of radio and film talent. In a gangplank interview with Martin Starr over WMCA, Goldstein denied reports that he was working on a deal for a station in Switzerland.

F. CARLETON SMITH, the NBC Presidential announcer in Washington, comes to New York next week to officiate at annual banquet of Universal Order of Fred Smiths, to be aired Wednesday at 9 p.m. over NBC-Blue from Hotel New Yorker.

E. FRANK HUMMERT and MRS. ANNE HUMMERT, vice-presidents of Blackett-Sample-Hummert Inc., sailed on the Queen Mary yesterday for London.

JACK SKINNER, JOHN FITZGERALD, and MEL ALLEN, of CBS press, public affairs and announcing staff, respectively, will leave town tonight to arrange for CBS ski broadcast Saturday from the Dartmouth Winter Carnival, Hanover, N. H.

A. D. WILLARD JR. and WILLIAM MURDOCK of WJSV, Washington, and A. J. KEMP of Radio Sales Inc., New York, visiting WBBM in Chicago.

E. H. SCOTT, Chicago deluxe radio manufacturer, is in New York on business in connection with a new robot set planned by his firm.

CEDRIC FOSTER, program director of WTHT, Hartford, is in town.

FCC ACTIVITIES

HEARINGS SCHEDULED

Feb. 21: Clinton Broadcasting Corp., Clinton, Ia. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Burlington Broadcasting Co., Burlington, Ia. CP for new station. 1310 kc., 100 watts, unlimited.

Mar. 9: WLAP, Lexington, Ky. CP to change frequency and increase power to 1270 kc., 1 KW., unlimited.

Pawtucket Broadcasting Co., Pawtucket, R. I. CP for new station. 1390 kc., 1 KW., unlimited.

NEW BUSINESS

KNX, Los Angeles: Universal Camera Corp. (Univex), news; Swift & Co. (Allsweet Margarine), participation.

WOW, Omaha: Brown & Williamson Tobacco Co., Ralph Wagner, sports.

WQXR, New York: Aeolian Co., programs, through Brown & Tarcher; Coty, Inc., spots, through Brown & Tarcher; Intourist (travel bureau), program, through L. D. Wertheimer Co.

Indiana Teachers Radio Clinic

Indianapolis — A radio clinic and speech arts festival is being held Saturday at Indiana State Teachers College. Judith Wallter, NBC midwest educational director, will be a speaker at the joint luncheon.

NBC AFFILIATE
WKY
has the power to sell Oklahoma's power to buy
OKLAHOMA CITY
REPRESENTED BY · E. KATZ SPECIAL ADVERTISING AGENCY

WASHINGTON LEGISLATORS HOP ON BALDWIN REPORT

(Continued from Page 1)

radio industry." The senator is reported to be drafting a bill that will put more teeth in the FCC in the matter of censorship, and he agrees with Baldwin's idea of a national board of radio review.

On the House side, Congressman Lawrence Connery endorsed Hering's suggestion about drafting Baldwin as congressional counsel in a probe.

Phillip G. Loucks, member of the NAB reorganizing committee, would make no statement. He said the job of drafting the reorganization report is not yet completed, and it is up to the convention to decide on its acceptance or rejection.

Baldwin was out of the city.

Hough Not in Accord With Baldwin Report

(Continued from Page 1)

the reorganization plan after serving the NAB for two years, said he favored new blood coming into the association and that he was not a candidate for any office.

"I'm being eliminated, too, but I'm not going to cry about it," said Hough. "The NAB has been very good to me, and I appreciate it. The executive committee has made mistakes and deserves criticism instead of issuing attacks. I am sure that Baldwin's opinions are not shared by the executive committee."

Other NAB members contacted yesterday agreed with Hough that the Baldwin report, aside from being ill-advised for a man in his position, was neither justified nor based on fact.

Hough, whose work as NAB treasurer was praised at the last NAB convention, is in New York for a few days, leaving tomorrow for Washington.

WSB-Georgia Promotion

Atlanta—WSB, the Atlanta Journal 50,000-watter, is cooperating with the city of Atlanta and the state of Georgia in a big campaign to attract the interest of the nation to Georgia. The "Welcome South, Brother" drive was started ten days ago, with three weekly broadcasts at 10:30-11 p.m. CST. The Journal's "Voice of the South" tells about the attractions of Georgia, and musical entertainment is contributed by WSM.

Quick-Finding

Boise, Ida.—A 15-second announcement on station break time over KIDO recovered a stolen car in five minutes the other day.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

NEW PROGRAMS—IDEAS

"Mother Hubbard's Cupboard"

Hubbard Milling Co. has this one, airing over KDAL, Duluth, on behalf of Mother Hubbard Energy breakfast food. A half-hour morning show, logged as "Mother Hubbard's Melody Cupboard," it presents Carol Heath as the philosophic old lady of the nursery rhyme, and Leland McEwen, organist, with Bill Harrington doing the commercials and trading words with Mother Hubbard—also with her pet pooch, Rascal. Song requests, submitted by listeners, are placed in the cupboard for drawing. If a number is drawn, person who submitted it gets a package of breakfast food. If a number is drawn that McEwen can't play, pooch (on wax) starts to bark. Show is now merchandising aprons for 25 cents plus Energy sales slip, and by way of a plug, Sam L. Levitan, station special events director, had waitresses in town's leading restaurant decked out in the outfit. Sign at cashier's cage explained the deal.

"My Error"

New type question and answer program, with studio audience asked to detect errors in grammar, fact, and pronunciation, starts next Thursday over WINS, New York, under guidance of W. Curtis Nicholson. Mr. Nicholson has been syndicating newspaper series entitled "The Right Word."

Public Schools Sponsored

Sponsored by First National Bank of Longview, Texas, KFRO of that city is airing weekly half-hour feature logged as "The Voice of the Longview Public Schools." Programs come direct from auditorium of school in charge of each broadcast. Different phase of school activities makes up each show, with Longview High School Band, one of state's outstanding aggregations, taking major spot. Announcements of show, in form of circular resembling a check, have been issued by the bank, in addition to descriptive folders sent out with regular monthly statements.

Melody Contest

Old time airs, as sung or played by competing soloists or groups, provides new novelty over KFOX, Long Beach, Cal. Show is of the "amateur" type, with merchandise prizes awarded. Modern acts are not eligible, but the contest is open to hillbilly or "cowboy" candidates.

Child Problems

Dramatic medium has been chosen for this new "child problem" program, airing over KDAL, Duluth, under auspices of Parent-Teacher Association. Sketches written by members of organization, present problems of parents in bringing up children. Title is "Your Children—and Mine."

Canadian System Reports $128,819 Profit in Year

(Continued from Page 1)

tion in Ottawa, reported favorable reaction to the proposal that an independent nationwide network, with license fee on sets reduced to $1 a year, replace the CBC. The plan will be urged on the government.

Harry Sedgwick, Toronto, was re-elected president of the association. New board of directors includes: Phil Lalonde, Montreal; Gordon Love, Calgary; Harry McLaughlin, Winnipeg; Frank Elphickle, Edmonton; Col. J. L. Rogers, Charlottetown, P.E.I., and Stewart Neill, of Fredericton, N. B.

WIBX Lifts Sausage Tastes

Utica, N. Y.—Since last November, Gold Medal Packers had been selling one pound of Grade A sausage to five pounds of Grade B. WIBX and radio reversed that ratio in exactly eight weeks. All sales promotion is handled by the station, which, incidentally, is in possession of a long term Gold Medal contract.

Forum Switches to WBIL

"Public Service Forum," heard in the past on WOV, switches to WBIL this Sunday and continues weekly thereafter at 8:15-8:45 p.m. Hartley W. Barclay will be this week's guest speaker, his topic being "More and Better Jobs." Barclay wrote the article attacking the NLRB which started an extensive controversy.

NASHVILLE PAPERS END CONTRACTS WITH RADIO

Nashville—Apparently as an aftermath of Governor Browning's action last week, when he bought radio time to issue a statement because he claimed the newspapers deliberately misrepresented certain facts about his visit with the President, all contracts between two local papers and three stations were suddenly terminated Tuesday. WSM was given 30 minutes' notice by Nashville Banner to discontinue "Banner News Hawk", twice daily newscast. WSIX was given less than five hours' notice to fill two spots formerly taken by the Banner. The Tennesseean cancelled its Sunday comics program.

James Stalhman, publisher of the Banner, told RADIO DAILY that there was no special reason for unexpected move, and that friendly relations existed between press and radio.

Grady Cole's Life Saved

Charlotte—Quick thinking by Martha James of WBT staff probably saved the life of Grady Cole, commentator, when a gunman accosted him at the elevator. Miss James distracted the gunman's attention for a moment. Cole jumped in the elevator and the operator quickly slammed the door shut.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the
MICHIGAN RADIO NETWORK
Primary Coverage to 8 Major Markets

AGENCIES

CHARLES R. MARSHALL, Charles S. O'Donnell and Gordon E. Hyde has been made vice-presidents of J. M. Mathes Inc.

VINCENT DRAYNE, the advertising man whose writings started Dr. H. P. Davis at Westinghouse thinking about commercial broadcasting and led to the founding of KDKA, has been made a vice-president of Ketchum, MacLeod & Grove Inc., Pittsburgh. He has been an account executive with the agency for 13 years.

GEORGE GARRITT on Feb. 15 will resign from the radio production staff of Young & Rubicam to join the radio department of Lord & Thomas and will work on the Lucky Strike shows.

R. D. HOLBROOK has been elected a vice-president and member of the board of directors of Compton Advertising Inc., it is announced by Richard Compton, president.

AL CARTER, A. Bratter, S. Fink, W. Kaufman, M. Prozan, H. Finfer, C. Kracht and N. W. Beck, all of the Schillin agency, are joining A. B. Schillin at WINS, where he is now sales director.

McCANN - ERICKSON, Chicago, gets the Maytag Co. account.

WOR Facsimile Tests Get Under Way Today

WOR's first experimental facsimile demonstrations were scheduled to start early this morning under the station's FCC permit to operate over its regular channel between 2 and 6 a.m. The W. G. H. Finch system is being used, with J. R. Poppele, station's chief engineer, directing the service.

First broadcast is primarily to a special facsimile receiver in the Bamberger store, Newark. Poppele says receivers at present cost about $125, but under mass production can be had for $35.

WSM Starting Facsimile

Nashville—WSM will start its facsimile broadcasting the last of this week. The 50 experimental sets have been placed in various parts of the country.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.



● ● ● Miami Beach, Feb. 9—PERSONAL Postcards To: Alfred McCosker: Deal for X-Mayor Jimmy Walker to go on the air as a six-time weekly commentator at $5,000 per via MBS is to be settled with Bond Clothes or a gasoline firm....Will Yolen: Dorothey Dey went on the air last night via WIOD stating that your boss, Phillips H. Lord, and we "were swimming together, had lunch, dinner and visited the night spots thus settling our feud." What Feud?....Gabriel Heatter: Your "We, the People" show is destined to leave the airwaves in the middle of May to return in the fall.... H. Norman Schwartzkopt: "Gangbusters" will fade for eight weeks this summer—the first fadeout it's had....William Paley: Your boy, Ted Husing, will return to town with a complete set of dishes initialed "T. H." He swiped them from the Towers Hotel here....Harry Link: Just learned that you won $12 on the nags here—not $12,000 as reported....Members of the MPPA: Your general manager, Harry Fox, hasn't won anything yet. He even lost nickels in the slot machines....Shep Fields: Mack Millar, your press agent, will turn over his N. Y. office to either George Lottman or Monte Proser....Earle Ferris: Steve Hannegan sends you his love.

● ● ● *Murray Arnold, publicity director of WIP, Philly: One of the boys here just returned from Havana told us this story which we thought might interest you since it concerns itself with Jim Tisdale, one of your engineers, who vacationed there recently. Jim was on a sight-seeing tour of the city and a guide pointed to a statue, stating that "this monument was erected to the dear memory of that famous and beloved Americano, Calvin Coolidge, the President of NEW YORK"....Secretary of the Navy Swanson: Sam Parker, wordslinger at WIOD, was assigned to cover the yacht races here—but got seasick and Bill Murphy and Bill Crosby, editor of Rudder mag, subbed. Here's the pay-off: Sam was formerly a member of the U. S. Asiatic fleet!*

● ● ● Jack Adams of Erwin-Wasey: Now that you have Arthur Godfrey on the airwaves for Barbasol, don't you think you oughta remove the name of "Listen to Singin' Sam" from your billboard posters?....Murray Baker: Your sister, Belle, goes to work in London next month. She is now doubling between a club and theater—a fine way to vacation.... Jonie Taps: Here's where man bites dog—Louis Bernstein is teaching Jack Robbins to swim....Paul Whiteman: Chamber of Commerce here would like to pay the wire charges to bring your Chesterfield show here.... Blackett-Sample-Hummert: The Easy Aces, who wrote themselves out of their script show to vacation here for three more weeks—are hearing themselves on the air via WIOD, the NBC outlet—which uses transcriptions of their live show three weeks later....Edgar Bergen: Charlie McCarthy is the only one receiving billing at the Lincoln Theater in "Goldwyn Follies"....Richard Himber: Just heard that your National Brewers' show will start Feb. 21....Darryl Zanuck: Goodman Ace recently attended a preview by invitation and then stepped to the manager of the theater before the picture was over—and asked for his invitation BACK.

● ● ● *John Royal: WKAT down here has its studios and building occupying a place built like a patio—without buttons to push, or elevators to use, to see anybody. They have a show called "Church of Good in Christ," which emanates from a colored church. Program carries spiritualism and Voodooism of the West Indies. This is the show that features Parson ABRAHAM COHEN, the colored preacher. ....Major Bowes: Bettye Lou Taylor has a "Rising Stars" show here now....Frank Katzentine: We liked the "cat" cemented into the stone of the station's call letters....Sam Lyons: Benny Fields and Blossom Seeley just arrived—and it started to rain....Donald Flamm: Bobby Feldman, slightly recovered, is hoping to leave tomorrow.... Private Note to the Auditor: Hialeah hasn't been so good to us—so please remit by return air-mail.*

GUEST-ING

ED EAST and RALPH DUMKE, on "National Barn Dance," Feb. 12, 19 and 26 (NBC-Blue, 9 p.m.)

JACK BENNY, on "Good News of 1938," Feb. 17 (NBC-Red, 9 p.m.)

MARY SMALL, guest of Bob Brenner on initial "Mike Notes," today (WNEW, 9:15 p.m.)

ELIZABETH PATTERSON, on Radie Harris program, today (WOR Mutual, 6:45 p.m.

DAVID MARSHALL of Railroad Magazine, on Syd Hayden's "Everybody's Hobbies," Feb. 11 (WNYC, 5:15 p.m.)

CHARLIE TEAGARDEN, on "Swing Club," Saturday. (CBS, 7 p.m.).

JAY HODGES and REINALD WERRENRATH, on "Hammerstein Music Hall," Feb. 18. (CBS, 8 p.m.)

JEAN SABLON, on "Lucky Strike Hit Parade," Feb. 19. (CBS, 10 p.m.)

JOE COOK, on Al Pearce show, Feb. 15. (CBS, 9 p.m.)

PATSY KELLY, on Al Jolson show, Feb. 15. (CBS, 8:30 p.m.)

DR. STANLEY HIGH, on "Headlines and Bylines," Feb. 20. (CBS, 10:30 p.m.)

ROY ATWELL, on Joe Penner show, Feb. 20. (CBS, 6 p.m.)

KDKA Sustaining Head

Pittsburgh—Clarence M. Pettit, formerly with Baldwin Piano Co. in Denver, has been placed in charge of programming of sustaining presentations at KDKA as the latest move of Station Manager A. E. Nelson to reorganize studio personnel. Pettit will develop educational, civic and special events programs. Derby Sproul continues in charge of commercials.

Four new programs start from KDKA this week: "Mr. and Mrs. Detective," Wednesday nights; Dick Fulton, tenor, with Bernie Armstrong, organist, Thursday nights; Janet Ross in "Ten Leading Career Women of Pittsburgh," Fridays, and Paul Gannon, tenor, Fridays.

James Crocker Joins KRLD

Dallas—James Crocker, director of Gulf Radio Facilities last summer at the Pan-American Exposition, has joined KRLD as announcer.

GEORGE GRIFFIN
Lyric Baritone

• THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
• SUNDAY WEAF-NBC RED
9 A. M. EST.

Management NBC Artists Service

PROGRAM REVIEWS

"FAMOUS FORTUNES"

General Shoe Co. (Fortune Shoes) WOR-Mutual, Tuesdays, 7:45-8 p.m.

INTERESTING "AMERICAN TYCOONS" SERIES AND PLEASES DESPITE TIME LIMITATIONS.

First of a new series devoted to famous business tycoons is well produced and acted. Initial program left room for only one improvement, the addition of another 15 minutes.

Main idea of show is to present a dramatization of the founders of the huge fortunes which are in existence today. First story concerned itself with the start of Commodore Cornelius Vanderbilt, and the rise of the Vanderbilt fortune during his life. Mark Hawley, acting as narrator, guided the story through its continuity swiftly and accurately, but listener could sense a shortage of time. Sid Walton handled commercials, John Bates produced, and Bob Stanley and his orchestra supplied musical background.

Richard Brooks

Richard Brooks moved into a new time period Tuesday night, and will be heard in the future at 7-7:15 p.m. Tuesday, Thursday and Saturday over WNEW. In his first broadcast in the new spot, Brooks meandered from his usual style to present, in rapid fire manner, a summary of the biggest news events of the day. Commentator continues to use his own ingenuity on most of his airings, something that few others bother with. Announcer on Tuesday show read headlines of stories to be used on show, and Brooks followed up with the actual accountings and observations.

LINCOLN

Bill Dietz, former head salesman with KFAB and KFOR before Reggie Martin was brought on two years ago as station manager, has been brought back to his old position by the new g.m., Don Searle. Dietz was in the radio agency business during the interim.

Bill Edholm, with KFAB-KFOR sales force here, was moved to the Omaha studios this week.

Jim Cox is the new head of the KFAB-KFOR continuity department. Used to be topped by J. Gunnar Back, now resigned.

Simon and Lipset in Deal

Under a deal just concluded, Ben B. Lipset will represent the Simon Agency acts for all radio engagements, and the Simon Agency will represent Lipset's acts for theater, hotel and club engagements.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

☆ PROMOTION ☆

Memory Book Prize

A copy of Don Blanding's book, "Memory Room," is the prize offered for each "memory" dramatized on "Thanks For The Memory," a weekly CBS Pacific network program originating at KOIN, Portland, Ore.

Listeners are invited to submit details of their favorite memories, and from these one is presented in dramatized form when the show is aired each Sunday at 10:15 p.m. PST.

With string ensemble and six vocalists, the show uses the theme, "Thanks for the Memory" from "Big Broadcast of 1938."

Henry Swartwood of the KOIN staff writes the scripts and produces the shows.

WCAE Exploits Poll Winners

WCAE, the NBC-Red outlet in Pittsburgh, ran an effective half-page ad in Sunday Sun-Telegraph to exploit the fact that the first five winners in RADIO DAILY'S nationwide poll are heard over that station. Pictures of Edgar Bergen-Charlie McCarthy, Jack Benny, Rudy Vallee, Bing Crosby and Fred Allen were part of the layout used by the "station of stars." Further promotion along this line is planned by the station.

OKLAHOMA

An entire page in last Sunday's Tulsa Tribune was devoted to Bob Wills and his Texas Playboys who are celebrating their fifth year over KVOO, Tulsa. They have established popularity record with 1,664 regular daily broadcasts. They have also made 80 Brunswick recordings.

Red Good Shoe programs begin Feb. 11 on KTOK featuring Jim Danning's Forest Rangers, 15 minute transcribed show.

Mrs. Edgar T. Bell, wife of WKY's secretary-treasurer, and Mrs. Gayle Grubb, wife of station manager, in Mexico City.

Joseph W. Lee, g.m. Oklahoma Network and KTOK, set for emcee on full hour Oklahoma University Alumni Show over network. Lee is secretary of the Alumni association.

Neal Barrett, manager KOMA, during 1937 wore out 5,700 miles of transportation in search of talent, business ideas ,etc.

Artists Bureau has been established at WKY to handle outside spots for station talent. Bureau is under direction of Hal Scher.

Carolyn Montgomery, songstress, set on 4 p.m. spot on KTUL.

Paul Aurandt, announcer KOMA, engaged to Ruth Peterson.

Additions at WOR

Ted Malone is joining WOR writer-producer staff and brings his "Between the Bookends" from CBS to Mutual starting Feb. 28 at 8:30 a.m.

John D. Foster, formerly of WLW, has joined WOR sound effects staff under Fritz Street. Sidney Walton, recently with WHN, has joined announcing-production staff.

Engelman Suit Settled

RCA and several of its subsidiaries which had been named defendants in a Federal court action for $250,000 damages by Abraham J. Engelman, settled the suit out of court yesterday. Engelman claimed he invented a new method of using the radiotron and was to receive 2½ per cent of the profits.

Toscanini Holds Over

NBC yesterday confirmed reports that Toscanini would be held over for an additional broadcast, March 5.

SAN FRANCISCO

Van Fleming, NBC producer of "I Want A Divorce," and other local shows, turns instructor for one night a week starting March 10 when he opens a course in radio continuity writing at the U. of C. Extension Division.

Grayce Joyce, who recently began a program of "Musical Cocktails" with Clarence Hayes, will drive up from Del Monte once a week, where she's singing with Freddie Nagel's band.

Cliff Engle, emcee of "Good Morning Tonite," variety show, enjoying the first vacation in a number of years—because now he has only one program a week.

Ira Smith, KSFO's Farm Reporter, editing a 4-page "Farm-Market-Reporter," sponsored by wholesale fruit and produce merchants in conjunction with his daily radio column.

Leon Churcheon, former KYA program manager, has been named radio chief of the Federal Theater Players.

Bob "Oscar" Reichenbach, CBS promotion expert in H'wood, up briefly for KSFO visit.

"Valiant Lady" Supporting Cast

Chicago—Ed Smith, radio director of General Mills, has set the following cast to support Joan Blaine in "Valiant Lady," which the company is putting into its Gold Medal Hour on CBS to replace "Hollywood In Person" starting March 7: Francis X. Bushman, Judith Lowry, Frank Dane, Sally Agnes Smith, Olan Soule, David Gothard, Ken Griffen, Ainsworth Arnold, Butler Mandeville, Cecile Roy, Ed Prentiss, Orrin Brandon, Mora Martin.

Wilkens Joins WMCA

Bernie Wilkens, formerly associated with WNEW and the Yankee Network, has resigned from the latter to join WMCA sales department.

★ Call for BRINCKERHOFF RECORDINGS
29 W. 57th St. PL 3-3015

ORCHESTRAS MUSIC

CELIA SALOMAN, concert pianist and teacher, will give another recital over WNYC on Sunday at 1:15 p.m. Program will be devoted to compositions of the modern Russian school.

Ray Hamilton, WNEW's singing organist, has received so many requests for "valentine" musical selections that he is planning special Valentine Day programs on both Feb. 12 and 14.

Brunswick has just released "Start the Day With a Smile," recorded by Merle Pitt and his orchestra with Alan Courtney doing the vocal. Courtney, incidentally, penned the tune.

Rudy Schramm, director of NBC Orchestra in Washington is a tireless worker. Besides rehearsing daily and performing miracles with his newly organized orchestra over WRC and WMAL, Schramm spends his time composing music. Last week he had three of his compositions accepted by Warner Bros. for publication. They were the theme songs of three network shows, "The World Is Yours," "The Brave New World" and "Let Freedom Ring."

INDIANAPOLIS

WFBM adds Associated Recorded Programs Service to its schedule.

Methods of organizing a radio program over a chain system were described to members of Indianapolis Rotary Club by Eugene S. Pulliam Jr., vice president of WIRE.

Jack Harding, heard over WFBM in feature broadcasts, is featuring a Travel Tour of Indiana on daily Farm Hour.

Club Elects Howard Loeb

Flint, Mich.—Howard M. Loeb, station manager of WFDF, has been elected second vice-president of the Flint Advertising and Sales Club.

. . . Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

CRITICS' FORUM

(Continued from Page 1)

of a 12 year old mind to which they believe they are talking down to—or up to, which is it?"—MARY LITTLE, *Des Moines Register & Tribune.*

* * *

"Isn't there any other city in the United States but Hollywood? Movie stars are heard in every kind of broadcast from Aunt Maria's recipes to visits to the zoo. A recent survey showed movie stars on 23 of 24 hours daily broadcast.

".....and Jimmy Fidler, and I do mean Jimmy."—DAVE DRYDEN, *Spokane Press.*

* * *

"Radio has made a mistake in going Hollywood. Majority of movie names fall flat over the air and can't compare with radio's own stars. Variety programs make mistake in making an hour a hodge-podge, trying to get everything into an hour. Too many dramatic 'bits' from movies and stage plays clutter up ether programs. Radio has too many vox pop and amateur programs, trying to kid the public into thinking such stuff is entertainment. This is only a cheap attempt on the part of a sponsor. Too much laughing on the part of emcees and stars when they face mike. Announcers who still insist on stilted speaking should be thrown off the air."—DOROTHY DORAN, *Akron (O.) Beacon Journal.*

* * *

COMMERCIALS

"Principal cause of national baldness soon will be dramatized plugs—hair is being pulled out in living rooms from coast to coast. Worst offender on the networks — Jergens Lotion. Most painless advertising—Jello. Kidding the product and working plugs into the banter on variety shows is the most worthwhile advance yet made in selling by radio."—CHRIS MATHISEN, *Washington (D. C.) Evening and Sunday Star.*

* * *

"Commercial announcements. (a) The type that takes 10 minutes of a 15 minute program proving that Goatbugle's Soap Chips make diswashing an adventure. (b) Obviously phoney testimonials. These range from the baseball player who has 'always eaten Ducky-wuckies' to the movie star who would rather be caught without her ermines than to be found not bathing in a certain soap. (c) Commercials that feature three act dramas with a moral proving a certain product 'is the best'."—DAVE DRYDEN, *Spokane Press.*

* * *

"We all know that radio is conducted for profit, but the listener pays the bill by buying advertised articles. Why then, must we listen to those absurd 'quickie' commercials—the sponsors pay nothing in entertainment — sandwiched in between good programs, which must carry the load? They are unfair to both listeners and the good programs, which invariably follow. Too—emcees have the habit of 'blessing' everyone on the program. The entertainers get handsomely paid for their stint, even though they may need a fictitious 'build-up' for their best work. Overdoses of studio applause detracts from the show, using up good air time that listeners would enjoy. The Bing Crosby-Bob Burns show is the best on the air in this respect." — RICHARD M. GREENWOOD, *Lafayette (Ind.) Journal and Courier.*

* * *

"To me, the commercial announcements are too long on most programs.

"The Jello program has given the commercial end a new twist that is not only pleasing, but I am sure it is bringing better results. If more sponsors would can the cut and dried commercials and give it some life, more radio listeners would want to hear the announcements.

"Give the listener something he wants to listen to, and he'll listen."—TED NOEL, *Wichita Eagle.*

* * *

"In majority of broadcasts, the commercials are too long, stupidly handled — an insult to the intelligence of the listener—I hope. The smart sponsor will make them unobtrusive."—MARIE COCHRAN, *Toledo News Bee.*

* * *

"Long commercials — Unbelievable commercials — Commercials in poor taste. Barnum may have been right but claims made for some products are TOO strong." — JOHN CAMERON SWAYZE, *Kansas City Journal Post.*

* * *

"Too much commercial gab and not enough goodwill advertising."—NICK KENNY, *New York Daily Mirror.*

* * *

"Too much advertising in an indirect way, cropping up as poor jokes in star programs. Sometimes commercial announcements are too long as in Major Bowes at times."—W. J. McGURTY, *Utica (N. Y.) Observer-Dispatch.*

* * *

"Would like to lodge bellyache against advertising method of having characters express gratitude for product in play form—canned hokum *fools* no one. Orchestras aren't given enough chance."—NED CHEW, *Oklahoma News, Oklahoma City.*

* * *

"Most commercials are too long; commercials on patent medicine programs claim too much. Can't somebody stop them?" — CARL OCHS, *Catholic Daily Tribune, Dubuque, Ia.*

* * *

"Commercials are overdone, especially on the Procter-Gamble shows, and most transcribed features, for that matter. If dialers would refuse to dial these shows until the plugs were brought within reason it would serve the sponsors right." — BOB HALL, *San Francisco Call-Bulletin.*

* * *

"Too much advertising, on some of radio's best programs—which is the one and only reason I would favor government control."—HAZEL A. ANDERSON, *Lynn (Mass.) Daily Evening Item.*

* * *

"Advertising spiels are just so much detriment to every program. I wonder the sponsors don't cut them severely. Who cares whether soap is such and such, or that cereal is such and so, or that this certain car is a great so and such proven by such and so. Again I ask, who cares? Public disapproval of the long advertisement yarns, bears testimony to the fact that no matter how highly a product is cracked up by a smooth tongued announcer, they are not interested in anything beyond the actual program itself."—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News.*

* * *

STUDIO AUDIENCES

"Cut out applause! Make comics leave out gestures and houmor visible only to *studio* audiences."—LETITIA J. LYON, *Binghamton (N. Y.) Sun.*

* * *

"Those studio audiences have gotten out of hand, and comics are mugging for a handful of audience, letting a couple of million people wonder what is going on.

"Too cockeyed much mutual admiration of screen star and emcee. Too much plugging of movies." — CLAUDE A. LA BELLE, *San Francisco News.*

* * *

"Studio audiences, the appeal to them with costumes and the phony applause; long-winded and silly commercials are glaring faults in radio. But above it all is the feeling of strain that permeates all shows, a feeling that if a cue is missed or the show goes a split second beyond its time, all is lost.

"A little more informality without too much intimacy could correct this. Bing Crosby's show achieves a feeling and air of naturalness and spontaneity that is refreshing as a summer breeze and which might be strived for by many other programs."—ROBERT M. SHEPHERDSON, *Peoria (Ill.) Journal-Transcript.*

* * *

"Why in hell do they insist upon letting a few rubber necks spoil the studio broadcasts with their ill-timed applause and that laughter when there's nothing worth laughing at?"—E. D. KEILMANN, *Capper Publications, Topeka, Kan.*

* * *

PROGRAMS

"Most of the variety programs are too over balanced with too much attention paid to the building up of individual stars and pictures and not enough attention to the assembling of an entertaining program.

"Too much repetition by radio of the same type of program. For instance, did you ever try to dial away from a speaker only to find every

Lawson Zerbe
PL 3-2600

★ GOAL IS LACKING ★

RADIO has no goal. It is a hodge-podge of this and that, thrown together without rhyme or reason and conducted quite generally without regard to any stated policy. No change can be expected under the existing commercialism.

Stations sell time without noticeable discrimination and advertisers employ their time pretty much as they please. This results in a complete absence of direction. Unless one knows schedules intimately, he cannot know when or where he can hear anything he may be specifically interested in.

A few sponsors recognize a responsibility to the public and their programs reflect a desire to cater to taste and culture. The remainder know and care only what the sales department reports. If a popularity poll or a Crosley report shows that their program is widely listened to, they are satisfied they are doing all right.

I think Columbia has gone farther than any major broadcaster with which I am acquainted in guiding its programs for the best interest of the public.

It has always been my belief that broadcasting is a privilege and carries with it an obligation. I do not believe that those responsible for putting programs together should be guided by what the public clamors for in its mail or indicates in the numerous polls. A station director with a sense of what is good for the public doesn't need the help of such artifices to determine what he shall broadcast. We don't say his programs will have the largest audiences, but he will have the best listeners.

A common evil of the network system is competition. It is not possible for a single listener to hear more than one program at a time, yet the competitive nature of broadcasting frequently brings two worthwhile programs to the air at the same time. Sometimes one good program is scheduled simultaneously with another for the sole purpose of breaking up an audience.

Radio has within its power the direction of public interest and reaction. It is the most powerful arm ever devised to mold the habits and opinions of a whole people. Its use in that respect to date has been small, except in the way in which it promotes the sale of coffee, toothpaste and nostrums.

A firmer direction by the FCC is needed. I would even go so far as to believe that a control such as the Securities Commission holds over the exchanges would be desirable. Radio needs a "big stick," to be wielded by a powerful committee. Until someone or something gives it direction, purpose, and imbues it with a sense of responsibility, radio won't get anywhere or serve the useful purpose for which it seems so obviously designed.—*HENRY P. LEWIS, Springfield (Mass.) Union.*

station spouting a speaker? Or a football game? Or a band? BLAH!"—NICK KENNY, *New York Daily Mirror.*

* * *

"'Colossal' programs — Shows studded with stars to impress listeners but lacking in material and production." — JOHN CAMERON SWAYZE, *Kansas City Journal-Post.*

* * *

"Too much talking. Listeners hear conversation all day long. They want entertainment for relaxation to get away from it all, etc. Give us music and more programs like Ameche's, Benny's and Bing Crosby's where things are not as serious as they seem.

"Leave off smutty jokes. Children listen in, too, and the air should be kept clean. There's nothing risque about some of the topnotchers —Benny, Charlie McCarthy, Eddie Cantor." — TURNER JORDAN, *Birmingham News.*

* * *

"There are entirely too many programs being built glorifying Hollywood. What's the matter with featuring some of radio's good singers and orchestras, or comedians—people who strictly belong to radio—rather than movie stars who 'get by' strictly on their movie fame?

"'Hollywood Hotel' was an excellent program when it first started, but since then its standard has fallen off very much, and too many other programs have been built along its lines.

"Let's have some originality!"—CHESTER BROUWER, *Fort Wayne Journal-Gazette.*

* * *

"I still do not like to have the sudden changes made in program without notice. Care should be exercised to put on program as scheduled. After all, it's the radio audience that counts, not the studio audience. I dislike the applause that fills the air and prevents the listener from knowing what is going on. There is so much sameness in the program. You seldom hear a new star, but each sponsor seems to vie with the other in presenting guests. You hear them first on one show and then on another. There is lots of good talent that never gets a break. Also most of the radio audience can spell simple words without the assistance of the announcer and most of them are not hard of hearing so that the announcer need not yell. If radio would just calm down it would be more enjoyable."—INA WICKHAM, *Davenport (Ia.) Democrat and Leader.*

* * *

"Programs have become too stereotyped for one thing. The weekly programs vary so little—even the sustaining shows—that tuning a dial for something 'new' is becoming exceedingly difficult. Seems broadcasters are content to get into a slump and stay there.

"Radio moguls will not listen to 'new ideas' until those ideas have been proved. How are you going to 'prove' an idea until you give it a chance? That's why hundreds of individuals trying to 'sell' an idea are starving.

"I think radio needs a 'house cleaning' of a lot of its executives who are content to 'leave well enough alone.' And what a house cleaning that would be!!!"—WILL BALTIN, *New Brunswick (N. J.) Daily Home News.*

* * *

"There are too many Hollywood ballyhoo programs. Who gives a hoot? Hollywood and film stars aren't the only persons in the world. There are many fine constructive programs. We need more of them. Too much third rate drama. We need *good* dramatic programs and not so many of them. Cut out about half of the serials. Thousands of listeners would appreciate light or classical music in the later hours when one can usually get nothing but jazz bands. More originality needed in programs. The way it is now, one goes Hollywood and they all do the same, with the result that we have a lot of second rate programs. Cut out a lot of this gag stuff. Most of it's so overdone it isn't even funny, let alone fresh." — HARRY W. MOODY, *Illinois State Journal, Springfield, Ill.*

* * *

"Imitation in musical presentation, comedy formula, and production—causing stagnation, saturation and monotony. Hollywood shows overstuffed with names."—PAUL KENNEDY, *Cincinnati Post.*

* * *

"Radio, to my way of thinking, has lost sight of its primary reason for existence—entertaining the millions of listeners. Concentration seems to be solely on selling something. I have a feeling that if performers and scripters would start thinking about their entertainment obligations, programs would be improved considerably."—HERBERT KENNEY JR., *Indianapolis News.*

★ BIG CITY CONCENTRATION ★

TOO much New York, Chicago and Hollywood—especially Hollywood. What's the matter with Boston, Cleveland, Washington, New Orleans, Miami, St. Louis, Minneapolis, etc.? I still don't think New York, Chicago and Hollywood ARE America.

Too many local stations afflicted with network-itis, taking anything that comes over the wire but not attending to their primary duty of serving their communities. A station should be the voice of its own community. That's why it's licensed to broadcast.—*ROBERT M. HOFFMAN, Syracuse Herald.*

The Squawks will continue tomorrow.

You Can't Sell 'em If You Can't Reach 'em And You Can Reach 'em If You

"A TEST WILL TELL"

ADVERTISE REGULARLY IN

RADIO DAILY

SAN ANTONIO

Beeman Fisher, WOAI manager, is on a three-week trip to Chicago, New York and the NAB convention in Washington. He returns Feb. 28.

Terrell Sledge, WOAI salesman, has resigned.

Guy Savage now doing the daily "Voice of the Crowd" for KABC.

Steve Wilhelm of Wilhelm Adv. Agency plans to reopen Beethoven Halle about Feb. 19 with a Saturday night barn dance, 20-people floor show, also dining and dancing, with broadcasts weekly.

Schmick, formerly of Payne Adv. Agency, replaced Mrs. Ivy Mae Olivarri as sec. to George Johnson at KTSA.

Lamoyne Flaherty is the new featured vocalist with Ernest Hauser's KSTA Staff Orchestra.

Lenox R. Lohr and Keith Kiggins of NBC stopped off here a few days ago and conferred with Hugh A. L. Halff, prexy of Southland Industries.

WFTC, Kinston, N. C.

Frank Harden recently started a new series, "Hints to the Housewife," but has turned over the reins to the more appropriate hands of Mrs. H. T. Gray.

Aunt May conducts a Birthday Party for kiddies twice weekly.

Jimmy Barber as "Uncle Henry" reads funnies for kids on Saturday nights.

Bob Wasdon of commercial department drops into the studio once a week to do a program of old musical favorites as "Happy Bob."

Bessie Ballad, staff organist, recently started a new "Afternoon Melodies" series.

Jack Siegle and Frank Harden have stirred up interest with a feud on the late "Dancing Party."

A special Greek program twice weekly, featuring all-Greek music, is gaining listeners. Pete Balofas is emcee.

WAPI, Birmingham

New studios are now completed and open to the public.

Dick Foster, production manager, is announcing weekly touring mike show which travels over state.

Clint Blakely, formerly of Carolinas, is newest addition to miking staff.

Stan Malotte becomes staff organist and will be assisted by Clo McAlpine.

BIRTHDAYS

Greetings from Radio Daily

February 10

George Hessberger
G. Stanley McAllister
Edwin S. Reynolds
Ivy Scott

☆ Coast-to-Coast ☆

MARY ANN BOCK, 12-year-old whistling discovery of Phil Spitalny, became homesick while on tour with NBC "Hour of Charm," so Phil gave her a vacation to visit her home in McKeesport, Pa.

The Kidoodlers are having their name protected by copyright.

Lorraine Ascherin has joined WRJN and will announce from the station's South Milwaukee and Cudahy, Wis., studios, inaugurating a new women's program, "Can I Help?" on Saturdays at 5:45.

J. Frank Garrett of the CBC publicity offices in Winnipeg died this week.

Dorothy Chapman, young American operatic soprano of the Chicago and San Carlo opera companies, has joined "Italian Gaieties," variety show heard Sundays on WOV at 4:30-5:30 p.m.

Percy Winner, who formerly conducted a program of news comment entitled "Overtones of the News" on WQXR, will be heard again over that station in a series of three broadcasts on foreign affairs at 6:30 to 6:45 p.m. on Sundays, beginning Feb. 13.

Tom Cochran, recently in from M-G-M where he was assistant director, has sold a script to NBC Thesaurus. Show is "Three Magic Words" and will be waxed for feature use on St. Patrick's Day.

The Andrews Sisters, who have been renewed on the CBS Sunday evening "Double Everything" program, are tentatively scheduled to appear on the stage of the local Paramount Theater when their air contracts permit. The trio feels complimented upon the receipt of a congratulatory wire from the Boswell Sisters. The wire was sent after the Andrews offered the tune, "Heebie-Jeebies" on a recent show. Tune was introduced and popularized by Connie, Vet, and Martha Boswell.

David Lowe, WNEW movie commentator, formerly heard at 9:15 p.m., drew over 3,000 pieces of mail on his first 7 p.m. broadcast over WNEW on Monday. Lowe offered five pairs of tickets to a Broadway play and 15 pairs of tickets to movies in the New York area for answers to questions about film stars.

Alistair Cooke, NBC's "Critic on Broadway," will be heard as the intermission commentator during the broadcast of Verdi's "Othello" from the stage of the Metropolitan Opera House on Saturday over NBC-Blue.

Risdon Creamery Co. is the new sponsor of Uncle Nick's "Team Age Follies," replacing Sally's Furs, heard over WJBK, Detroit, Tuesday, Thursday and Friday at 8:30 p.m. from the stage of neighborhood theaters.

OMAHA

W. K. "Bill" Bailey, salesmanager for WAAW, has been named station director but will continue to manage the commercial department. Duane Gaither is handling programs and production.

Don O'Brien, WAAW announcer, will be married Feb. 26.

John Blair was here conferring with John Gillin, WOW g.m.

Don Kelley, KOIL announcer, has been selected by the University of Omaha as instructor in an extension course in radio broadcasting.

Mrs. Orville Weimer, wife of the WAAW announcer, has been confined to an Omaha hospital.

Harry Johnson, CSBS sports announcer, has started a new sports broadcast giving the stories back of sports headlines. Irma Perry Cartright and Milan Lambert, piano team, provide music for the program.

CHICAGO

Bob Elson, WGN-Mutual sportscaster, to New York for conference with Lennen & Mitchell and P. Lorillard folks relative to baseball broadcasts this summer. Will later visit west coast to cover Spring training of the Cubs and White Sox.

Sterling Products concludes "Wife vs. Secretary" on WGN in a fortnight.

Clark Dennis and Sylvia Clark of NBC open tomorrow at Oriental Theater.

Toni Gilman, elder sister of 13 year old Lucy, is pinchhitting for her pending recovery from appendicitis.

Vivian della Chiesa plays Chicago Theater starting Feb. 18.

Ed Smith, radio director of General Mills, Minneapolis, in town since first of week.

Jackie Heller opens at Riverside Theater in Milwaukee on Feb. 11.

Fanny May candy stores using spot announcements on WMAQ.

Glenn Plummer, secretary to E. F. McDonald of Zenith Radio, flew to Hollywood to visit her husband, Evans Plummer, radio scribe.

Chicago's National League club, the Cubs, of which Phil Wrigley is owner-president, has bought WBBM's "Dugout Dope" for forthcoming season. Val Sherman will handle the interviews with players. Neisser-Meyerhoff Inc. is agency.

Gil Gibbons, associate production director of "Cabin at the Crossroads" and "Margot of Castlewood," is the papa of a new daughter.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.
CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.
All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.
Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.
FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.
Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.
625 MADISON AVE., NEW YORK
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STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 30 NEW YORK, N. Y., FRIDAY, FEBRUARY 11, 1938 FIVE CENTS

Year-Round Advertisers Increase

CHARLES MARTIN SIGNED BY UNIVERSAL PICTURES

Charles Martin of the Biow Co. has been signed by Universal Pictures to a writer-producer-director contract. Martin quits the ad agency on Feb. 28 and will leave by boat for Los Angeles, arriving there March 15. According to Universal home offices, he will be given an extensive buildup. For the past few years Martin has been putting on the Philip Morris cigarette shows for the Biow agency

(Continued on Page 2)

Houston Listeners Applaud KXYZ 24-Hour Operation

Houston—KXYZ, which went on a 24-hour daily schedule last month, has received a generous response from listeners, expressing great appreciation for the service, according to Program Director Charles Nethery. Station is one of the very few in the country on a 24-hour basis.

WJSV Will Broadcast Court Traffic Trials

Washington Bureau, RADIO DAILY

Washington—Traffic trials will be aired over WJSV starting today. The plan, aimed to promote safety, was recently advanced by Representative Schulte of Indiana. Local judges at first were opposed to it, but yesterday gave consent. Initial broadcast will be at 9:25 a.m., with another at 10:30 a.m.

Entertainers for NAB

Washington Bureau, RADIO DAILY

Washington—Talent being loaned by networks to highlight the NAB convention banquet will include Kate Smith, Benay Venuta, Eton Boys and others.

Test is Successful

WOR's first facsimile transmission early yesterday morning was pronounced "highly successful" by the station's engineers. Tests were conducted at 2-6 a.m. and consisted of a two-column description of facsimile and its future possibilities titled "WOR Radio Print". Width of page was 4 inches, and finished product was neatly legible.

CRITICS' FORUM

LEADERSHIP NEEDED

"A few years ago broadcasters let control of their own programs slip out of their hands into those of advertising agencies, leaving the broadcasters more or less in the position of hotel operators with little to say as to who their guests shall be. They still exercise a certain amount of control over the conduct of these guests—but not much—and it seems to be dwindling year by year. Now the networks seem to be letting control of their remaining talent slip to Hollywood. The so-called artists service departments are altogether too eager to send their best people to Hollywood—in order to collect commission. Then Hollywood sells them back to radio at an increased figure—and in the long run, the listener has to pay for the shortsightedness of network broadcasters.

"Meanwhile though broadcasters are the springs that feed Hollywood, they are doing little to replenish their own stocks. The cupboards of radio—so far as reserves are concerned—are altogether too bare. They need restocking. How to do it? Least that could be done is to adopt some serious sort of talent hunting system rather than closing the doors so tightly to all those who apply. It should be remembered that Edgar Bergen and Charlie McCarthy made the rounds of studios offering to work for practically nothing. At NBC in Chicago they were heard, finally, and laughed out of the place.

"It seems to me that what radio needs most at this time is leadership, courage and faith in its latent strength. They need a little of that inquisitiveness of scientists, a little more of the courage of pioneers—for that's what they still are—a little more imagination to exploit the immeasurable potentialities of radio."—LARRY WOLTERS, *Chicago Tribune.*

* * *

"I'd like to squawk about the unhealthful lot of 'health talks' now on the air. The nation will soon be nothing but a neurotic populace if these health talks aren't properly squelched! And another thing—I don't like these 'bureaucrats'!"—MAXINE EDDY, *Shawnee (Okla.) Morning News and Evening Star.*

MOGULS WON'T LISTEN

"What's wrong with radio is that those responsible won't listen to what's wrong with radio. The advertising agencies have all but closed the door to new ideas and new comers who might—and the possibility is worth the risk—provide some relief after the monotony of recent seasons. If radio goes stale—and it is—how long must it be before the public itself goes stale? There is all the difference in the world, and the sponsor ought know it, between tuning in and listening.

"Thanks to such showmen as Vallee and Cantor, both well advised, radio has a few first-class achievements of which the industry may be proud. But at least 90 per cent go on and on and on, collecting for themselves and their agencies, and are prepared to continue so long as they can get away with it.

"Unless the radio medium has exhausted its possibilities, and I don't believe that, the problem is simply man-power. In other mass entertainment business, motion pictures, producers have been quick to cure existing ills. New executives, new stars, new writers rise with new ideas and new trends. If it's a gamble, at least the gamble is risked. But to date the film industry has a pretty respectable record of keeping the lead out of its collective pants." LEO MILLER, *Bridgeport (Conn.) Herald.*

* * *

BAD PROGRAMMING

"The big networks' total disregard of the listening public, insofar as providing a well balanced variety of programs at all hours, is the biggest fault of radio today, we feel. This is most evident in the daytime hours when, between 10 a.m. and mid-afternoon, practically nothing except serial stories and a few household chats are available to the many persons seeking a bit of musical refreshment to lighten the day's responsibilities. It is evident during the football season when the major networks invariably cover one and the same game each Saturday to the exclusion of other big games that many listeners are anxious to hear.

"It is evident, too, on certain evenings—especially Thursday when the week's big variety shows, Rudy

(Continued on Page 7)

NBC Had 44 Sponsors on Air Throughout 1937 Against 4 in 1928

Reflecting the growing number of national advertisers who are becoming sold on radio as year-round medium, a report compiled by NBC shows that 44 sponsors used time on that network throughout the past year, compared to only four in 1927-28.

The number increased to seven in 1929, 13 in 1930, 18 in 1931, 19 in 1932, dropped to 16 in 1933, jumped to 28 in 1934, 32 in 1935 and 36 in 1936.

Oldest steady user of time on NBC

(Continued on Page 3)

NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

NBC's television transmitter atop the Empire State Bldg. is undergoing changes and it is expected that tests will begin sometime in March. Transmitter is being changed over to operate on direct current.

No physical changes are being made in the coaxial cable which connects the transmitter site and the NBC-Radio City studios. The terminal box in the Empire has been moved, but that was caused by space

(Continued on Page 3)

Musicians' Freelance Rule Up for Court Trial Tues.

Recently enacted resolution of Local 802 of the AFM which would prohibit members from playing additional radio or other jobs once they had earned $54 per week

(Continued on Page 2)

WALR Newspaper

Zanesville, O.—Newspaper ownership of radio stations has been reversed by WALR, managed by Ronald B. Woodyard. Instead, Woodyard's station has its own newspaper, a weekly called The Minute Man with 15,000 circulation. Columns include program schedules, promotion, etc. Other stations can get sample copy from Woodyard for 3-cent stamp.

RADIO DAILY

Vol. 3, No. 30 Fri., Feb. 11, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*Thursday, Feb. 10*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	134¼	132½	133⅞	.....
CBS A	19½	19¼	19¼	— ½
CBS B	19¼	19¼	19¼	— ¼
Crosley Radio	9½	9½	9½	+ ⅛
Gen. Electric	41	39⅞	40	+ ⅝
RCA Common	6¾	6½	6⅝	+ ⅛
RCA First Pfd	50	48½	49½	+ 1
Stewart Warner	9⅜	9⅛	9¼	— ¼
Westinghouse	98	95	95⅞	+ ⅞
Zenith Radio	13⅜	13½	13½	+ ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅜	15⅜	15⅜	+ ⅜
Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

NEW BUSINESS

WINS, New York: American Institute of Food Products, Glenna Strickland, half-hour program, six weekly.

WCKY, Cincinnati: Appliances, Inc., and Fairbanks-Morse refrigerator dealers, "Coon Creek Girls."

WTMJ, Milwaukee: Axton-Fisher Tobacco Co. (Twenty Grand cigarets), ETs, through McCann-Erickson; Roundy, Peckham & Dexter (food products), spots, through Neisser-Meyerhoff.

KMJ, Fresno, and KOH, Reno: Kellogg, "Howie Wing," through N. W. Ayer.

WMCA, New York: Seedol Laboratories (Kelpamalt tablets) "Your Good Neighbor," through Grady & Wagner; Horvita Inc. (cream), participation, Anice Ives, through Schuyler Service; Community Opticians, renewal, Zeke Manners Gang, through Commonwealth Advertising Agency.

WHN, New York: West Disinfecting Co. (C. N.) participation, "Ida Bailey Allen's Homemakers of the Air," through Moser & Cotins, Inc.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Musicians' Freelance Rule Up for Court Trial Tues.

(*Continued from Page 1*)

will be fought in the Supreme Court of N. Y. County beginning Tuesday. Justice Thomas Noonan will hear argument for a preliminary injunction restraining Local 802 from carrying out its resolution. Action is brought by 11 members of 802 through O'Brien, Driscoll & Raftery, attorneys, after being advised by the executive board of the AFM that they were within their rights. It was agreed that pending the outcome of the trial Local 802 would not enforce the new law. This law affects only individual musicians and not an established orchestral organization. It would deprive some of the best known radio shows from using its favorite instrumental soloists.

Don Voorhees, headed the group of 11 who brought the suit. Others are Michel Piastro, David Grupp, Samuel Borodhin, Harry Urbout, Norman Weiner, Harry Glantz, Mitchell Miller, Max Manne, Samuel Feinsmith and Gilbert Koener.

Harbord on World Trip

General J. G. Harbord, chairman of the board of RCA, leaves Monday for a trip around the world. He will inspect the RCA communication stations and RCA Victor photophone and record plants during his trip.

En route to the west coast, Harbord will stop over in Arizona for a visit with his old friend, Gen. John J. Pershing. He will sail March 2 for Hawaii. He expects to be back in New York by the middle of July.

In Sidney, Harbord will be the guest of honor at the World Radio conference.

Flamm Heads Committee

Donald Flamm, president of WMCA, is chairman of the banquet committee of the Jewish Consumptive Relief Society of Denver scheduled to be held at the Waldorf Astoria on March 27. This marks the 4th consecutive year of Flamm's tenancy in that capacity. Nick Kenny, radio editor of the Mirror is to emcee the banquet.

8th Year on WTAM

Cleveland—Spang's Bakeries on Feb. 25 will air its 1400th consecutive broadcast over WTAM. Sponsor has been on the station eight years.

In commemoration of the 1400 broadcast, sponsor will air a full hour. Cities Service is relinquishing the first half-hour of its time on WTAM so that the sponsor can air the show.

Mendel Jones at WCKY

Cincinnati—Mendel Jones, formerly program director at WHK-WCLE, Cleveland, has assumed his new post as production and promotion manager at WCKY.

Lynden Morrow Promoted

Pittsburgh — Lynden Morrow has been shifted from sales promotion to sales department at KDKA by Manager A. E. Nelson.

Charles Martin Signed By Universal Pictures

(*Continued from Page 1*)

on both NBC and CBS. Before that he produced and directed the "Five Star Final" shows on WMCA and subsequently did scripts for "March of Time."

Biow agency and Martin are working on a staff of four to handle the Philip Morris shows after the latter leaves. No one reported set as yet.

Would Curb Radio Brokers

Ottawa—Problems relating to the operations of "radio brokers" occupied the attention of the Canadian Ass'n of Broadcasters at the convention just ended here. Discussion centered on possibilities of eliminating the commissions paid by the broadcasters to the brokers who arrange programs for commercial firms, and sell them through national advertising agencies. The brokers normally charge 15 per cent and the agencies another 15 per cent. The association canvassed methods suggested for the elimination of one of those commissions.

WNEW Four Years Old

WNEW will be four years old Sunday, but no ceremonies have been planned by the station. Kay Reed, station organist since WNEW took the air, will repeat some of the numbers she broadcast on the occasion of the opening of the station.

Hazeltine Net Higher

Hazeltine Corp. reports 1937 net income of $549,293, equal to $3.14 a share, against $358,909 or $2.05 a share in 1936.

Benny 100% in Survey

Boise, Ida.—Telephone survey conducted by Manager C. G. Phillips of KIDO showed a 100 per cent audience for Jack Benny program. About 80 per cent said they catch program over KIDO, and others via KFI.

Golden Gloves on Inter-City

WMCA and Inter-City stations will carry the Golden Gloves All-Eastern Finals from Madison Square Garden starting March 7 at 11-12 midnight.

Universal Radio Expands

Universal Radio Programs has taken a larger suite of offices at 545 Fifth Ave. According to L. N. Marks, Universal v.p., increased volume of business within the last two months has made the change necessary.



COMING and GOING

ARTHUR B. CHURCH, president and general manager of KMBC, Kansas City, is in New York.

ELEANOR ONDEK of the program department at KDKA, Pittsburgh, arrives in New York today for a visit.

DR. LEON LEVY, president of WCAU, Philadelphia, who returned to his office after two weeks at Palm Beach, leaves again today for another fortnight of Florida sunshine.

WILLIAM RYAN, NBC sales head in San Francisco, is in Hollywood for a few days huddling with Syd Dixon, Pacific Coast sales chief.

W. C. ALCORN, vice-president and general manager of WBNX, accompanied by Mrs. Alcorn, will return Wednesday on the Empress of Australia from a month's cruise to Rio.

SIDNEY W. CAULFIELD, treasurer and in charge of sales of WBNX, and Mrs. Caulfield sail Feb. 19 on the Empress of Australia for a month's cruise to the West Indies.

GRACIELLA PARRAGA, Cuban singer-composer, is en route to Havana to sing at the Carnival Feast and benefit of the Cancer Hospital drive against Cancer in Cuba.

KERMIT SHAFER, Ken Sisson's manager, has gone to Hollywood in Sisson's behalf.

HOWARD LANE, general manager of the McClatchy radio interests and the California Radio System, has returned to Sacramento from a three-week trip to Washington and New York.

HENRY G. WELLS JR., general manager of WCOA, Pensacola, Fla., is in New York for a few days before proceeding to the NAB convention in Washington.

SUE TOHRNER left town yesterday for a vacation in Miami.

WM. SILBERBERG of WJEJ, Hagerstown, Md., returns home today after being in New York on business since first of the week.

G. W. JOHNSTONE of WOR leaves today for Washington where he will attend the National Press Club dinner tomorrow night and NAB Convention opening Monday.

J. R. POPPELE, chief engineer of WOR, leaves tomorrow to attend the facsimile group meeting to be held on Sunday at the Mayflower Hotel, Washington.

EDDIE CANTOR is due to arrive in New York on Feb. 27.

E. C. MILLS of Ascap expected back Monday from Florida business trip.

BENAY VENUTA returns today from Philadelphia where she has been appearing at the Earle Theater for the past week.

SAM TAYLOR, WHN Hollywood commentator, off for the coast. Will fly back in time for next broadcast.

JOSEPH N. WEBER returns to New York today from Florida.

"As the Jewish Market Goes—
So Goes New York"
Listen in over Station
WMCA
To the following programs:
ZION VARIETY SHOW
Mondays at 7:30 P. M.
LET'S SING TOGETHER THE SONGS OF ISRAEL
Wednesdays at 7:30 P. M.
MOLLY PICON in "I Give You My Life"
Fridays at 7:30 P. M.
Judge for yourself
ADVERTISERS BROADCASTING CO.
205 East 42nd Street, New York, N. Y.
MUrray Hill 4-1364

YEAR-ROUND SPONSORS SHOW LARGE INCREASE

(*Continued from Page* 1)

is Cities Service, which has run without interruption since 1925. American Tobacco started in 1923, but had short layoffs in 1933-34. Procter & Gamble began in 1924, with some interruption in 1932-33. Bristol-Myers has run from 1925 with only a short 1933 layoff.

Will Thompson Jr. Named General Manager of KROY

Sacramento—Will Thompson Jr., former commercial manager for KFBK, has been appointed general manager of KROY, the Royal Miller station. Full reorganization of technical, sales and production staffs is reported planned by Miller.

Radio Weather Forecasts Start Feb. 20 on Yankee

Boston—What is announced as the first completely organized and accurate radio weather forecasting service will start Feb. 20 on Yankee network's 14 stations, according to John Shepard III, president of the web. Programs will be presented daily at 9 a.m. Antenna for the meteorological instruments is in the rocky summit of Mt. Washington. Service also will be received via short wave from Naval Observatory, Arlington, and other points.

FCC ACTIVITIES

SET FOR HEARING

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc.. 100 watts, 250 watts LS., unlimited.

WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Martin Anderson, Orlando, Fla. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

WBIG, Greensboro, N. C. CP to move transmitter site locally, install new equipment and vertical radiator and increase day power to 5 kw.

APPLICATIONS RECEIVED

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Coastal Broadcasting Co., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WJR, Detroit. CP for new relay broadcast station. 31100, 34600, 37600, 40600 kc., 150 watts.

Citizens Voice & Air Show, Provo, Utah. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited.

KLZ, Denver. CP for new relay broadcast station. 1622, 2058, 2150, 2790 kc., 200 watts.

CKLW Signs in Detroit

CKLW, Windsor, is calling attention to itself and its programs with a group of seven outdoor boards spread in strategic locations throughout Detroit. The station has also erected on the roof of the Mortgage and Bond Building a 25-foot red Neon sign, reading CKLW and flashing "At your service." The sign commands attention from southbound traffic on Woodward Ave., main thoroughfare of the city.

NEW PROGRAMS—IDEAS

Youth Guidance

"Looking Ahead With Youth" is the title given to a new series of discussions on educational and vocational guidance which is to be heard over WCCO, Minneapolis, each Wednesday. at 6:15 p.m. Programs are to be sponsored jointly by WCCO and the Minnesota Education Ass'n.

The talks are built to be of special interest to junior and senior high school students. In order to stimulate the greatest amount of audience interest, station is asking listeners—either student or adult—to send questions to the program. Speakers scheduled for the series will answer them as the programs progress.

Among the prominent Minnesota educational leaders lined up for the broadcasts are the Minneapolis superintendent of schools, the State Director of Vocational Rehabilitation, several University of Minnesota professors, the State Commissioner of Education, and other active educators.

WCCO plans to run the series until April 6.

Weekly Singing Lesson

A 30-minute singing-lesson program has been inaugurated at WMBH, Joplin, Mo., every Wednesday afternoon at 4:30. The instructor is Oliver Sovereign, outstanding vocal teacher of the district, the only local musician to be featured in the current issue of Who's Who In Music. The program is being made the subject of a series of newspaper advertisements, plugs over the station, and letters to all interested organizations in the district.

Sovereign is director of a women's choral group which has won first prize in the Missouri state competition for several successive years.

WRUF Speech Series

WRUF, Gainesville, Fla., State and University of Florida radio station, inaugurates a new series of ten weekly half-hour programs titled "Our Speech" to run through April 15. Programs were prepared especially for the radio by Prof. Lester L. Hale, of the University of Florida speech department. Purpose is to tie up personality and speech and thus create a "speech consciousness" in daily life. "Our Speech" is directed primarily to high school English and speech classes and Prof. Hale will conduct the classes personally. The transcriptions were prepared in the studios of WRUF. Other stations planning to use the transcriptions are: WJAX, Jacksonville; WMFJ, Daytona Beach; WLAK, Lakeland; WCOA, Pensacola; WFOY, St. Augustine; WSUN, St. Petersburg; and WTAL, Tallahassee.

"100 Will Die"

Ominous, but striking title of this one, over WHK, Cleveland, helps drive home safety message at which program is aimed. Show takes dramatic form in monthly spot, supplementing weekly safety-first program over same station from Cleveland City Hall. Put on in cooperation with Cleveland Police Department, broadcasts are built on actual records by Gene Lavalle under supervision of Captain John L. Weiss of Accident Prevention Bureau. Each dramatization will consist of events leading up to some accident, the accident itself, subsequent police investigation and outcome.

Behind the Scene

Different type of retail business each week is subject of "What Goes on Behind the Scenes" discussion, newcomer over WADC, Akron. Veteran of some business classification is interviewed during half-hour session.

NEW HAVEN

"Poetry and an Organ" is now fed by WELI to Inter-City chain. Don Raphael is at the organ, assisted by Vera Cruse, Kenny Lamont and Charlie Wright.

Dee Peterson and ork now being heard over WBRY from Seven Gables Inn.

Judson LaHaye thriving under tough schedule of Bridgeport-New Haven commutation.

NBC TELE TRANSMITTER BEGINS TESTS IN MARCH

(*Continued from Page* 1)

being rented by the building management to another tenant.

In connection with CBS television plans, the transmitter portion of the CBS television system was scheduled for completion on April 1, but RCA was requested by CBS to modify the transmitter to provide for new standards of DC transmission. In spite of these modifications, made necessary by the new standards, the plans are for RCA to have the apparatus ready for inspection with full performance data prior to April 15.

The new NBC mobile television unit is now in Camden being rebuilt and is expected to be ready for field experiments in about four weeks.

Brewster Morgan Back to CBS

West Coast Bureau, RADIO DAILY

Los Angeles — Brewster Morgan, former CBS producer who was responsible for the network's Shakespearean productions last summer, has returned to the fold after a six-month sojourn at M-G-M as a writer. Will work on special assignments from Charles Vanda, CBS program director, for the time being.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the
MICHIGAN RADIO NETWORK
Primary Coverage to 8 Major Markets

PROMOTION

Breaking Used Car Jam

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jallopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jallopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

Kiddie Revue Tie-up

Added build-up is being given youngsters starred on the "Kiddies' Revue," KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ Production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting "shorts" designed to attract a juvenile audience.

Consumer Preferences

Open - minded research of buyer preferences is being inaugurated by WORL, Boston, in a new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and good-will builder.

Weekly Program Schedule

Nelson Rupard, publicity man at WHB, Kansas City, is issuing weekly program schedule to 150 newspapers in nearby rural district containing brief biogs of staff announcers and artists on station.

Key Man

Omaha—"Key" man in the WOW organization is John Gillin, general manager. He wears four keys on his watch chain: a debate award, scholastic honor key, university award key and the junior chamber distinguished award key.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● Miami Beach, Feb. 10—"Little Shots About Big Shots": This sidelight on Al Dubin, who departed for the coast yesterday, just came to the front and we think it a gem. Before he wrote hit tunes with Harry Warren for Warner Brothers, etc., Al, twice the size of Mack Gordon (and Revel), was a fellow trying to write lyrics in Philly—besides running a school for amateur songwriters similar to the one depicted by Jack Oakie and Milton Berle in "Radio City Revels"....Dubin, also at that time, liked to have a snort or two, but his money wasn't plentiful like today—so he'd go to the bars and grills—and on the sidewalk, before entering, would write a few sets of lyrics. Armed with these scribbled words, he'd then sell the bartender the idea that for a few drinks he would turn these over to him, and in short time, the scribbled words would be worth a young fortune....As Al relates it now—that method would not impress the drink-slingers as much as appealing to their national viewpoints—if it was an Irish feller tending bar, the words would concern themselves with Ireland, etc.....However, when Al did get into the chips, he took $1700 and went down to Philly, walking from bar to bar, buying up these "drink lyrics" for the price advanced—sometimes two, three or five bucks—and thus settled all claims.... One such lyric, returned for $3 consumed in drinks, resulted in "Lullabye of Broadway" being written—which won the Academy award.

● ● ● *On Saturday WQAM will air a high-chair fighting match from the Miami-Biltmore. All contestants are diaper-weights!.... Boarman Byrd, radio editor of the Miami News, gave this story top position today: "Atlantic Refining will sponsor a show via WIOD which will interest big game anglers. The recent discovery of giant tuna, white marlin, blue marlin, striped marlin ranging upward of 600 lbs. and broadbill swordfish in the blue waters of the Gulf of Mexico." Of course this is just the essence of his story....Byrd told us he hasn't a chance to listen to the radio because of his other duties on the city desk.*

● ● ● Harry Richman opens tonight at the Royal Palm with Gloria Grafton, Orville Knapp's widow. Joe Lewis opens tomorrow at the Continental....A wire just arrived that Mark Warnow's chief songplugger, Dave Kent's, much-awaited child was born dead. Our condolence to the Kents.... Ozzie Nelson sent his manager, Billy Kent, who's honeymooning here, a letter loaded with criticism for the public's faith in Roosevelt....We just discovered the reason for the candle in our room: it's to be used when the lights go out during the hurricanes (not produced by Goldwyn!). The other night it looked like we were going to have one!....Frank Katzentine, headman for WKAT, is lining up five Chinese and five Japanese to go on his station and debate the Eastern fracas as they see it.

● ● ● *Phillips H. Lord came down to the pool the other day wearing the most beautiful beachrobe seen in these parts. It was white, brocaded with blue settings of palm trees, etc.—so Ted Husing remarked that these must be the places the Gang Busters hide behind....Jane Ace is frying herself in the sun, while Goodman—who can't find a golfing partner who can play as bad as himself—is occupying his time playing cards with Georgie Price—in the shade. Georgie interrupts the game every so often to get the latest stock market quotations from his Miami branch office....We broke three slot machines here last night trying to beat the racket—and if we had busted just one more, the guy promised to let us take one back with us....Betty Lawford is picking the nags here a la "Oi-win" of "Three Men on a Horse." Every time she puts her own dough up—she loses—but reaps a harvest on those MENTAL bets....Jane Froman is here and Ella Logan is expected here this week-end with Jack Dempsey and his frau....Tom Mix has the room to the right of us.*

GUEST-ING

GLADYS SWARTHOUT and JOHN BOLES in "Romance in the Dark," on "Hollywood Hotel," Feb. 25 (CBS, 9 p.m.). ALICE FAYE, TONY MARTIN, JOAN ALLEN and FRED ALLEN (from N. Y.) in "Sally, Irene and Mary," same program, March 4.

LEO REISMAN, interviewed by Frankie Basch, Feb. 14 (WMCA, 4:15 p.m.).

EDGAR LEE MASTERS and NORMAN CORWIN on A. M. Sullivan poetry program, Feb. 13 (WOR-Mutual, 2:30 p.m.).

IRVING CAESAR and GERALD MARKS, songwriters, on "New York Town," tonight (WHN, 9 p.m.).

RICHARD BONELLI, with Indianapolis Symphony Orchestra, March 5 (Mutual, 9:30 p.m.).

GLADYS SWARTHOUT, on Chase & Sanborn Hour, Feb. 20 (NBC-Red, 8 p.m.).

JUDY GARLAND, on "Broadway Melody Hour," Feb. 16 (WHN-WOR, 8 p.m.).

AGENCIES

J. WALTER THOMPSON CO., Seattle office, has added Wilson B. Cosby, senior copywriter and Edward Kneass, to handle travel activities. Both are from San Francisco.

WARREN E. KRAFT, v.p. and manager of the Seattle offices of Erwin, Wasey & Co., has returned there after an extensive California trip.

WBTM, Danville, Va.

National Conference of Jews and Christians presents a Tuesday series at 7:15 p.m. Program brings to the mike a Protestant minister, a Catholic priest and a Jewish Rabbi, aiming at justice, amity and understanding.

Coca-Cola Bottling Co. of Danville, sponsors of "Singin' Sam" twice daily, features the giving away of six bottle cartons of Coca-Cola to two lucky persons twice daily.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

Los Angeles

RUPERT HUGHES will be guest of honor on the new KHJ-Don Lee "Presenting American Composers" tonight. Weekly half - hour show will have Merle Armitage, concert impresario, as narrator, with Frederick Stark and staff orchestra. Initial stanza will feature the compositions of Stephen Foster and George Gershwin.

Remington-Rand has extended existing contract for KFI newscasts for another 13 weeks, and Armand Cosmetics signed for a series of spot announcements for a like period, while American Stove Co. is sponsoring a 15-minute series, "Hollywood Food Secrets," starting March 18 on same station.

Gus Edwards is auditioning juve prodigies at KFWB Saturday for his forthcoming "Talent on Trial."

Jeanette MacDonald will sing an original composition by hubby Gene Raymond on Vick's "Open House" over CBS Sunday. Title is "Will You?"

Midge Lovell Polesie has joined Max Schall in the new set-up at the Thomas Lee Artists Service.

Manning Ostroff initials "Men Over 40" on KFWB, Thursdays at 8 p.m. Script will stress achievements of men over 40.

Eddie Davis is writing the Jack Haley-Log Cabin show.

Ruth Allen, formerly in the cast of the "First Nighter" network series, has migrated West and joins KMTR's "Spring Hill Bugle" feature, heard Saturday nights at 8.

WKRC, Cincinnati

John McCormick, g.m., and Bill Williamson, sales manager, are leaving for the NAB meet.

A series on income tax filing starts Feb. 16.

Lee Bland will be in charge of seven broadcasts set for Feb. 14-21 in connection with National Drama Week.

BIRTHDAYS



Greetings from Radio Daily

February 11

Ben Alley — Billy Hallop — Harry Swan

February 12

George Griffin — Raymond Knight — Philip G. Lasky — Curt Petersen — Tom Waring

February 13

Jay Fallon — Lennie Hayton — Russ Morgan

ORCHESTRAS - MUSIC

JOE GALLICCHIO, formerly musical director for Amos 'n' Andy on the coast, is rejoining NBC in Chicago as staff conductor on Feb. 27. Just now he is filling in for Walter Blaufuss, who is seriously ill.

Irving Fields, WHN piano stylist, will have Connie Lang, South American singer, as his guest tomorrow at 5:30 p.m.

Ken Sisson, Manhattan arranger and conductor currently in Montreal conducting "Canada 1938," has stepped in where native Canadians have not ventured and is giving Canadian composers a break by airing their compositions on his Friday evening show through a nationwide hookup. Tonight he is featuring "My Home in Saskatchewan," unpublished fox trot, and "Make Your Mom Your Valentine," by Hal Moon and Shurley Marson, Montreal lads, published by Whitney Blake, N. Y.

George Duffy's Orchestra, which has been at the Texas Hotel's "Den" in Fort Worth since New Year's, left this week for the Washington-Youree Hotel, Shreveport. Ed Lally's orchestra takes over Den spot for a while, and the KTAT wire for airings.

Saturday and Sunday cocktail dansants go into the Belmont-Plaza's multi-mirrored Glass Hat, featuring the dance-able ministrations of Sonny Kendis—at the piano and with the baton.

KLZ, Denver

Unable, because of a crowded schedule, to carry a remote broadcast from Denver's airport when Benny Howard, the noted test pilot, landed there in a sub-stratosphere experimental plane, Newscaster Jack Fitzpatrick was detailed to handle interviews which were recorded and aired at the first available time.

Some sort of a record for "special features" broadcasting was established by Norbourne Smith, assistant production manager, when he mounted the "rumble seat" of an 1890 model tandem bicycle to interview Veta Barbour after she pedalled into Denver from her Northfield, Mass., home.

WHIP, Hammond-Chicago

Olson Rug renewal, through Presba, Fellers & Presba, is among recent business signed by Hal R. Makelim, manager. Herbert Morgan Motor Sales, First Church of the Nazarene (renewal) and Arno Furniture Co. are other accounts.

Doris Keane of WHIP-WWAE, vacationing in Florida, will attend the NAB meet in Washington next week.

Magic Washer program on Polish Hour reported bringing in over 2,000 letters weekly.

Carl Schurz German Hour, on being cut to a half-hour daily, brought deluge of requests for resumption of full hour.

WDNC, Durham, N. C.

Bob Van Camp has been retained as staff organist.

James Dees, baritone, started a new series Tuesday.

Mack Watts and the Koloa Serenaders are back on the schedule.

Lee Vickers is announcing the "Human Side of Banking" sponsored by Fidelity Bank.

Alice Walters is back in the office after a week's illness.

WIBW, Topeka

Hilton Hodges, special events announcer, was recently promoted to continuity staff by Ben Ludy, new general manager. He retains six of his most important commercials.

Ben Ludy introduced a new program the other day that clicked too good and had to be changed. It was a quarter-hour featuring piano music of Maudie Shreffler, music director. Listeners were invited to telephone requests, which were read off by Ed Oliver Letson, singing announcer, as fast as three phone girls could take them. At the second broadcast, so many calls came that the phone company hollered. Program continues—without requests.

Governor Walter A. Huxman was heard recently in a remote from the state house, talking on the sales tax. Art Holbrook, special events announcer, described the Senate Chamber scene before the Governor spoke.

WJR, Detroit

Harry Wismer will continue to interview club women for another year in "Meet the Missus," renewed by Fitzpatrick Bros. for Kitchen Klenzer through Neisser-Meyerhoff agency.

Kroger, through Ralph H. Jones agency, Cincinnati, has renewed "Linda's First Love" for another year.

Music from Michigan "J Hop" will be aired over WJR from Ann Arbor tomorrow night. Kay Kyser and Jimmy Dorsey will be there with their orks.

KQV, Pittsburgh

Jack Abbott, KQV-WJAS salesman, returned from Chicago with a bride.

Lee Sellars, news commentator, is attracting the attention of local bigwigs in politics.

Chet Boswell, who recently came here from New York, is singing thrice weekly on KQV, twice on WJAS and doing other stints besides. Also wrote a song dedicated to Karl Krug, Sun-Tele columnist.

Chicago

KENNETH CARPENTER, head of NBC sales, and Mrs. C. leaves for Nassau Bahamas this weekend. The Carpenters will join Niles Trammell, NBC v.p., and his wife there.

Marge Kerr, Tom Fizdale v.p., plans to plane to Miami for further recuperation from illness soon as she is able to make the trip.

Barbara Luddy, star of "First Nighter" and "Margot of Castlewood" under care of physician although she has persisted in missing no broadcasts.

Si Harris, Northwestern undergraduate, is the new announcer on the Alka-Seltzer "National Barn Dance."

Actress Sunda Love donated a pint of blood to a neighbor the other day.

Jack Fulton and Franklyn MacCormack, Wrigley headliners, will go to Indianapolis to headline state convention of American Legion banquet.

Jim Jordan (Fibber McGee) to Kansas City on business and to visit his brother and family there.

Hal Hackett and Howard Barnes of MCA, New York, here for Kay Kyser's show on Tuesday.

WAAF notes: Jack Odell, program director, supervising "Sentimental Journeys," new Sunday poetry-music show featuring News Editor Don Holt, songs by Sylvia Stone, piano accompaniment by Estelle Barnes . . . Holt also has a new daily news commentary at 11:15 a.m. . . . Harry Creighton interviewing famous sports personages on his daily "Sport Shorts" . . . Continuity Editor Joe Silver announces the Sunday "Symphonic Hour" . . . Engineer Emmett Melinthin gives vent to announcing ambitions by piloting "Waltztime" . . . Russ Perkins, baritone, has started a new series, "Song Webs" . . . Pat Casey, tenor, heard twice weekly.

Two New WINS Series

Two new WINS series debut Sunday. "Lives of Great Composers" will be heard at 6-6:30 p.m. and "Men's Lyric Chorus" at 6:30.

SYNDICATE TRANSCRIPTIONS

DISTRIBUTOR WANTED FOR U. S. A.

Exclusive representation for United States available to agent having proper contacts to handle outstanding syndicate transcription shows. Also interested in agents with contacts in foreign countries. Full information and auditions from Martin Maxwell at Hotel Washington, Washington, D. C., during N.A.B. Convention.

Martin Maxwell will also be available in New York City on February 17th at Hotel Astor.

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NAB Joins in Drive Against Excise Tax

Washington Bureau, RADIO DAILY

Washington—Entire radio industry, including dealers and distributors, as well as voluntary support from organized labor and the NAB, is being enlisted in support of the drive for reduction of the federal 5 per cent excise tax on radio, according to a report from the Radio Manufacturers Ass'n. The report says NAB has advised station members that the radio tax affects broadcasting interests—radio "circulation" as represented by listeners.

WHAI Nears Completion

Greenfield, Mass. — Greenfield's new station, WHAI, probably will start broadcasting toward the end of next month. Plans for the power plant site on Woodward Road have been sent to the FCC for approval, John W. Haigis announced.

The plans call for illuminated tower from 150 to 190 feet high and a colonial brick powerhouse nearby. Tower will have station letters in large neon signs, visible for many miles.

Meanwhile, Haigis said, work on the Mansion House studio is nearing completion.

Get Merit Certificates

Norfolk — John Peffer, assistant technical director and John Carl Morgan, announcer, both of WTAR here, have been awarded certificates for Meritorious Public Service in Emergency for their short-wave amateur work during the hurricane on the eastern seaboard in 1936. Awards were given by the American Radio Relay League.

New G.E. Capacitors

Schenectady—Designed particularly for use under severe conditions of humidity and temperature, General Electric has announced new line of small radio transmitter capacitors. These may be operated continuously at voltages not in excess of 10 per cent above rated value.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,107,333—Electron Discharge Device. Johan Lodewyk H. Jonker, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,107,352—Phototube. Marten C. Teves and Hendrik de Boer, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,107,353—Lead-in for Electron Discharge Devices. Hand Vatter, Berlin - Charlottenburg, Germany, assignor to Siemens & Halske Aktiengesellschaft.

2,107,387—Vacuum Tube with Tank Circuits. Ralph K. Potter, Madison, N. J., assignor to American Telephone & Telegraph Co.

2,107,393—Radio Receiving System. Kurt Schlesinger, Berlin.

2,107,394—Radio Receiving System. Kurt Schlesinger, Berlin.

2,107,395—Radio Receiving System. Kurt Schlesinger, Berlin.

2,107,409—Automatic Volume Control Circuits. John F. Dreyer, Jr., Brooklyn, assignor to RCA.

2,107,410—Automatic Gain Control Circuit. John F. Dreyer, Jr., Brooklyn, assignor to RCA.

2,107,423—Electric Condenser Construction. Bror G. Olving, Hamden, Conn., assignor to Products Protection Corporation.

2,107,425—Curt Protze, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,107,472—Selective Control Mechanism for Radio Sets. James H. Denison, deceased, late of Hartford, Conn., by Alvina M. Denison, administratrix.

2,107,514—Automatic Volume Control System. Louis F. Willging, Cincinnati, assignor to Crosley Radio Corp.

2,107,518—Electron Discharge Device. Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.

2,107,519—Electron Discharge Device. Isaac Schoenberg, London, Cabot S. Bull, Hillingdon, and Sidney Rodda, Enfield, England, assignors to Electric & Musical Industries Ltd.

2,107,520—Electron Discharge Device. Otto H. Schade, West Caldwell, N. J., assignor, by mesne assignments, to RCA.

2,107,633—Direction Finder. Frederick J. Hooven, Dayton, Ohio.

2,107,782—Radiation Frequency Converter. Philo T. Farnsworth, San Francisco, and Donald K. Lippincott, Larkspur, Cal., assignors to Farnsworth Television Inc.

2,107,811—Amplifier Tube. Edward H. Yonkers, Jr., Chicago.

2,107,908—Immersion Starter for Pool-Type Discharge Devices. Emil Rupp, Berlin-Frohnau, Germany, assignor to General Electric Co.

2,107,945—Cathode Structure. Albert W. Hull and William A. Ruggles, Schenectady, assignors to General Electric Co.

KOMA's New Quarters Being Dedicated March 1

Oklahoma City—New studios and business offices covering entire floor of Biltmore Hotel will be dedicated March 1 by KOMA. Layout provides for three studios, musicians' room, audition room and offices.

New Dynamic Mike

Los Angeles — American Microphone Co. has announced its latest dynamic microphone, believed by the firm to be the smallest true dynamic released for commercial use.

Scott Plans Robot Set

Chicago—E. H. Scott, who pioneered the de luxe short-wave radio ten years ago, this spring plans to bring out a new type of robot radio. The receiver, featuring phonograph combination, will have no dial, knobs, or "electric eyes," and will be tuned remotely with small selector. It will be designed like an ultra modern bookcase.

Plug Web Shows

WBAL recently took full page ad in Baltimore-News-Post, plugging schedule of NBC-Blue and Mutual programs. Sixty-four shows were listed, each given equally prominent display.

KSD to Build Playhouse Accommodating Over 700

St. Louis—New playhouse, constructed to theater specifications and able to accommodate an audience of more than 700 persons, is being planned by KSD here to augment normal studio space.

Increased production activity, both musical and dramatic, plus rising local interest in programs and several strong audience-participation shows over the station, were given as reason for the addition. Unit will be known as "KSD's Radio Playhouse."

Test Portable Transmitter

Hartford—WDRC engineers under Chief Engineer Italo Martino are now making exhaustive tests of station's new portable transmitter, W1XOU. Mounted in a car, new unit is designed for emergency broadcasts.

WOKO, Albany

William Jones is a newly added announcer.

Billy Rose, announcer-singer, has been abed with a cold. Johnny Lee did some subbing.

Forrest Willis goes into third year with Montgomery - Ward musical clock.

Int'l Television Radio Amends Registration

Washington Bureau, RADIO DAILY

Washington — An amendment to pending registration statement of International Television Radio Corp., filed with the SEC, says the 1,000,000 shares of common capital stock will be offered without the aid of an underwriter. Of the proceeds, $500,000 is to be used for television, $250,000 for Infra red ray purposes and $250,000 for facsimile. William H. Priess is president of the Jersey City corporation.

Perfect Sound Machines

Salt Lake City — KSL engineers here are perfecting specialized sound machines to improve background effects. Latest apparatus is a sound table console with three turntables and five pickups. Variable speed turntables have been augmented with a high and low pass filter capable of eliminating high and low frequencies between 500 and 4000 cycles.

WMCA Studios Delayed

Installation delays at WMCA's new studios will hold up construction for at least one month, it was learned yesterday. At present it is doubtful whether station will be able to take over new headquarters until early in April.

IN *Any* EMERGENCY—
...we pick up work quickly
...we make haste carefully
...we deliver promptly.
CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone . . . . . COlumbus 5-6741

Vallee's and Kate Smith's, are on at the same hour so that Mr. Listener must miss the wealth of entertainment contained in one or the other, which he'd relish on, say, Wednesday night at 8 o'clock when dramatic features predominate. Smart independent stations, which present programs of a different type than the competing networks are offering at the same hour, are bound to attract a large audience.

"It's refreshing to find radio improving its educational and cultural programs, but it's disheartening to find the most extravagant of these (the NBC Symphony) scheduled at a time when nobody is in the mood for classical music. At so late an hour Saturday night, a majority of the older folk have gone to bed. Young people, in search of recreation after a busy week's work, are mostly at parties seeking music for dancing, realizing that they can sleep late Sunday morning." — ROCKY CLARK, *Bridgeport (Conn.) Post.*

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YOUNG BLOOD, NEW IDEAS

"Radio needs young blood, young ideas. There are many radio executives who know very little about the business they are in—they did not 'grow up' with the industry. Commercialism, ways and means of making more money out of radio, is their main and selfish thought. The time is not far away when radio stations will beg for listeners and use various promotion stunts to increase 'circulation.' The goose that lays the golden egg has his neck in a sling. Listeners are beginning to place value upon their time at loudspeakers; no longer is radio a novelty, a place to 'while away the time.' Schools and educators are beginning to demand more of radio and most likely will prove salvationists for a stagnant instrument that could be a great force for good in our daily life. Keep your eye—and ear!—on these Parent-Teacher groups."—DARRELL V. MARTIN, *Pittsburgh Post-Gazette.*

* * *

PUBLICITY

"Better and *more prompt* correction sheets. More actual publicity data and less flowery language. Correction sheets that will give a radio editor an idea of a nearby station for programs that are of value. Usually it is impossible to find the station." — MRS. MARION C. McDONALD, *Youngstown (O.) Vindicator.*

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"Inaccuracies between the program announcement and the program when it is aired. No reason or excuse given why such and such didn't happen as per schedule. Late arrival of notices and so-called radio 'news' on the day the program is to appear—often I get word of a program the day *after* it has been aired."—BILL POTTS, *Fort Worth Star-Telegram.*

* * *

A VARIETY OF THINGS

"Too many names without regard for ability on the air. For instance, name the Hollywood stars singing on radio to whom nobody would listen were they just plain "Mary Smith." Where are Jane Pickens, Ruth Etting, Connie Boswell, Ramona, Annette

CRITICS' FORUM

(*Continued from Page* 1)

Hanshaw, etc., etc.? Then there's the football announcer, at least one outstanding example on NBC, who doesn't know the first thing about a game—can't tell who has the ball when he's talking, he doesn't know eighth grade grammar and he's bad all over the place except when he's reading commercials that the agency wrote for him. Then there's the announcer who yells—why? And there's too much time taken after the broadcast of a serial asking will he do this. will he do that. That doesn't prove anything to me. Why not use that time telling a little more of the story? Nobody but a three-year-old could tell what's going to happen next day, anyway."—EDITH RILEY, *Houston Post.*

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MORE FRANK DISCUSSION

"Radio should permit more discussions on the air such as attempted by Gen. Johnson on social diseases. Knowledge never did anyone harm—and this information ought to be handed out to the thousands who need it as the sacrifice of those 'chosen few' who will be foolishly horrified. They used to whisper about tuberculosis — but it's discussed bodily just as are social diseases. Education along these lines is needed for happy marriages and healthy homes more than courses on cake-baking and interior-decorating. Magazines are bending —papers should, and radio can. Let's stop all this disguising and call things by their proper names. There would be far less sordid talk then."—MARY O'NEILL, *Albany Knickerbocker News.*

* * *

REMOTES

Radio appears to be learning its lessons rapidly. However, the greatest mistakes are occurring in the gratis broadcasts of orchestra music for fill-in purposes. In many cases managers are becoming the apparently unsuspecting victims of a new racket. Numerous "clip-joints" are maneuvering their bands and talent into these sustaining spots for the purpose of luring new lambs to the slaughter. Most of such places do not even contract the broadcast talent except for the period of broadcast, which in many cases is made from a private room in the club. Were all parties aware in such cases, it would constitute at best false advertising.—C. FULTON FIELD, *Long Beach (Cal.) Press Telegram.*

* * *

COMMENTATORS

My pet peeve is the commentator who mispronounces ordinary fifth grade words: gravity as though it were what yokels call "pot likker"; exchange with accent on first syllable, etc. Offenders are usually employes of local stations, but even small stations should be able to afford a dictionary and ought to compel its use.

Then there's the announcer who insists on commenting about nothing in particular and drowns out the music. And the other nitwit who covers current events, runs out of anything to say and then switches to another announcer—and uses half a column of bunk introduction. Also the mug who runs out of conversation but keeps on talking anyway.

One of the outstanding radio programs is a peeve because the commercials hammer you with "aspirin" until it drives listeners mad—and off the air. There is also the speaker who has a permanent frog in his throat and makes us hope he'll take time out to clear it or put on a substitute. — HARRY LaFERTE, *Tulsa World.*

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ANNOUNCERS

"My pet peeve is these loud-voiced announcers, reminding me of things to take for various pains and aches. I think the average person turns the radio on to forget his ills; not to be reminded of them. Advertising should be limited, thinks me."—ARTHUR C. PAMERLEAU, *Flint (Mich.) Journal.*

* * *

"Auctioneer complex of commercial announcers. Radio is the medicine show of the air and has been made so largely by announcers who have patterned their style after the old-time barkers. Less vehemence would be an improvement."—S. W. GRANT, *San Antonio Express.*

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AMATEUR PROGRAMS

I think it is about time for a change in the presentation of amateur shows. The present style of shoving rehearsed programs on the air in such manner as to create an "unrehearsed atmosphere" is becoming too "sticky". Surely only a few people at most are fooled by this racket. Why not give the amateurs a decent break, if they are to be given a break at all. There is little excuse for not presenting their talents to the public in a properly arranged variety bill, just as any professional program is presented—minus the "who are you?" and "your age?" gags, all of which have to be rehearsed beforehand.—A. WALLACE GRAY, *Plainfield (N. J.) Courier-News.*

* * *

FAN MAIL

After a decade, one would think the sponsor and station manager would have ceased grasping at fan mail as the only tangible chart of listener interest, yet the belief is as strong as ever. (Letters from a giveaway are a different thing.) And the belief is typical of thought in the industry. Technically, radio is far and away ahead of its day. In other respects, it is not a great deal farther along than it was ten years ago.

New programs, new development of ideas, a form of "sponsor control" and flexible contracts are needed.—RICHARD PHEATT, *Toledo Blade.*

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SHOULD HAVE OPINIONS

Why does Bill Paley say radio shouldn't have opinions, no editorial page? He's wrong. A radio station should have an editorial board and definite opinions, but always be willing to let representatives of opposed opinions have equal time. Why doesn't radio frankly admit its primary function is entertainment and stop worrying about what some dull educators, so-called artists and literati say? It pleases the masses, not the specialists. A matter of politics and policies, I suppose. — CHARLES J. GILCHREST, *Chicago Daily News.*

GENERAL COMMENTS

"Too much 'sameness', too much Hollywood; not enough true *radio* talent being developed; not enough good writing in commercials or continuity; too much expensive razzle-dazzle and not enough genuine entertainment. But these are insignificant. I like radio, and think it is doing swell. If left alone radio will develop properly and become a trusted servant and a happy friend to have around the house."—EDGAR A. GUEST JR., *Detroit Free Press.*

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"The loudness, vehemence and repetitiousness of almost all commercial announcements; the breaking into a piece of great music with a station identification; the over sugary camaraderie among entertainers before the microphone."—RONALD D. SCOFIELD, *Sacramento Bee.*

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"There is too much of that follow the leader spirit. A program clicks and at once there are dozens of imitators. There doesn't seem to be sufficient originality. Maybe it's the fault of the boys who are paying the bills."—W. B. McCLAREN, *Grand Rapids Herald.*

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"Too much movie stuff. Long-winded commercials. Irresponsible, inexperienced newscasting. Plethora of script serials . . . most of them lousy anyway. Silly publicity stuff from studios and chains."—ADRIAN FULLER, *Columbus Dispatch.*

* * *

"Commercials too long and too often. Too much confusion. Too many people talking at the same time. Hour programs too long. Too many stars selling themselves and their latest picture. Production departments should stop following one another like sheep. Old jokes and lack of original material." — CLIFFORD GRASS, *Canton (O.) Repository.*

* * *

"The present trend toward pretentious Hollywood shows that overbalance themselves and fall of their ponderous weight (and advance publicity) get my goat. Radio entertainment is essentially informal, direct, household. It should have the ease and dexterity of a rapier, not the blunt heavy strokes of a Heidelberg sabre. The saccharine build-ups afforded second rate guestars."—JACK SHAFER, *Newark Ledger, Long Island Press, Staten Island Advance.*

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"Most radio chains have a narrow viewpoint. An example....Last year the NBC refused to allow an ex-con to appear on 'Crime Clues'. Wanted to keep air pure and clean, most likely. But that same chain fell all over themselves in airing words of

(*Continued on Next Page*)

PHILADELPHIA

Bob Elmer, assistant to WCAU's sports commentator Bill Dyer, makes his vocal debut on a studio program shortly.

Lenard Taylor, formerly of the WIP, joins the sales staff of WFIL.

The Imperial Hawaiians heard over WFIL have just completed their 3000th broadcast.

Thomas Elmer will be the soloist on KYW's Civic Symphony Concert.

WPEN Artist Bureau is discontinuing its band department in cooperation with the local AFM.

Ray Gathrid will conduct a biweekly radio column called "Just Homefolks" and will assume the toga of radio editor of the Philly Daily News.

Alan Scott will drop his Saturday evening spot on WCAU, but will still be heard three times weekly.

Marie LaTell and Jack Hutchinson will be heard over WIP in a new series of popular song recitals.

KDYL, Salt Lake City

S. S. Fox, g.m., and J. M. Baldwin, chief engineer, to New York and Washington for NAB Convention and equipment negotiations, anticipating KDYL's power boost to 5 kw.

Oliver Coburn, new addition to Technical Staff, hails from Denver.

George Snell, production mgr., bought a new home.

Floyd Farr, chief announcer, making transcriptions for Salt Lake agencies, Ad-Craftsmen and R. T. Harris Advertising.

Douglas Gourlay, continuity writer, preparing file of catchlines culled from national magazines and big-circulation newspapers.

By Woodbury, musical director, assimilating material for complete musical library, files, indexes, popularity charts, etc.

Ted Kimball, program chief, writing original dramatic sketches for his star afternoon studio feature, "Hello Ladies."

Marjorie Lloyd is doing the new participating "Women In the Headlines."

Cecilia Jensen, steno, has blossomed forth as a script writer.

Robert Hilliard's concert orchestra is featured in "Gems of Melody" for Boyd Park Jewelers.

☆ Coast-to-Coast ☆

ACCORDING to figures just released by widely accepted independent survey, covering period from Jan. 1, the most impressive showing for daytime programs is made by Irna Phillips' newest script show, "Woman in White," which Pillsbury introduced Jan. 3 to replace the same author's long-popular "Today's Children." Although only four weeks old at the end of the time covered by the survey, "Woman in White" is already among the first three to receive highest popularity rating. Irna Phillips also writes two other outstanding daytime serials, "Guiding Light," and "Road of Life."

KCKN, Kansas City, Kan., set another station record in mail for January, when 2,194 letters were received, against 1,374 the previous month.

Pat Rossi, WOV vocalist, and Grace and Scotty, NBC team, will be guests tomorrow at the Cost Accountants Dinner in the Roosevelt Hotel.

Morton Downey will be heard over WOR-Mutual tomorrow at 11:15 p.m. with Abe Lyman's band from the Casa Manana.

KNOW, Austin, Tex., "got its man" the other day when Texas Highway Patrol asked station's cooperation in locating a truck driver en route to Austin from Dallas. A little emergency message aired at 2:14 p.m. brought results in 11 minutes.

Welcome Lewis will be the guest vocalist on Victor Arden's Chevrolet ET heard over WOR on Feb. 21.

Jack Gibney, formerly of the public relations department at Fort Benning, has joined WRBL, Columbus, Ga., in charge of all newscasts.

WOPI, Bristol, Tenn., has inaugurated "Your Late Sports Review," furnished by Transradio.

The Radio Rubes, NBC vocal and instrumental quintet, mark their 500th consecutive broadcast today, on their regular NBC-Blue broadcast at 5:30 p.m.

Morris S. Novick, formerly director of WEVD, has been sworn in by Mayor La Guardia as Director of Radio Communications of the New York City owned station WNYC. Novick, a member of the American Labor Party, has been active in coordinating radio activities of the CIO.

Paul Brenner, WNEW man-in-the-street, heard daily at 1:15 p.m., beginning Tuesday will broadcast from lobby of Criterion Theater on Broadway, three days a week. His broadcasts from Paramount lobby in Newark will continue at the same hour, Monday, Wednesday and Friday.

WSAL, Salisbury, Md., interviewed Jesse Crawford over its station last Wednesday night. The organist played a one night stand at the New Theater in Salisbury, and manager J. Roy McLennan prevailed upon Crawford to come over.

Roy Harris, winner of the "Good News" title contest, "Of Human Hearts," appeared on "We, the People" over CBS last night. Milton Weiss of M-G-M publicity department arranged the interview with Gabriel Heatter, emcee of the program. Harris has been placed on three different radio programs since he arrived recently from the coast.

The Novelairs have been renewed for another 26 weeks on the daily Wheaties program over WMCA. Evelyn Prochaska is their manager.

Sparky Sparks, conductor of "Sports Review" over KFXR, Oklahoma City, recently was host to Max Baer.

SAN FRANCISCO

Betty Kelly, NBC soprano, back on "Woman's Magazine of the Air" after six-month absence. Now singing Mondays, Wednesdays and Fridays, with Beryl Cameron doing the Tuesday and Thursday vocal stints.

Bob McAndrews and Nell Cleary, NBC press, out briefly with flu and colds.

KSFO has a new control room, announcer's studio and duplicate transcription rooms with W. E. 23 A speech equipment in the Russ Building. A stage and control room have been built in the Palace Hotel Gold Room where "My Secret Ambition" emanates for the coast CBS net. Chief Eng. R. V. Howard installed.

Beryl Cameron singing twice weekly with Eddie Swartout's NBC studio orchestra, sustaining for coast web.

Hal Burdick's "Night Editor" series has been renewed by Tomaschke-Elliot (Oakland) for 13 weeks more after March 6.

Dean "Budda" Maddox's "Sidewalk Reporter" series is under way at last for Holsum Bread (Leon Livingston Agency). Assisted by Marcia Miller, dramatic actress.

Les Malloy's "Mental Whoopee" on KGGC sponsored.

Will King, an ex-vaude headliner, is scripting and acting in a new KFRC Sunday show tagged "Such Is Life."

Dick de Angelis, actor, has returned his "Golden Treasures" program to KJBS for Sunday airings.

Ben Harkins, "The Irish Minstrel," and Dorothy Divon, "Morning Merrymaker's" vocalist, being heard in a twice-weekly quarter-hour show on KFRC tabbed "Dramelodies."

Fred Macpherson, KRE (Berkeley) press chief, and production man, doing another series of daily sidewalk interviews called "Piedmont Personalities."

Darrell Donnell, radio editor of the "S. F. Examiner," out with a fractured ankle.

KSD, St. Louis

Wright Esser, feature writer, will have his third legit play, "Serrat," produced by Frederic Melville in London next fall. Esser also has written five novels and over 100 short stories.

Frank Eschen had Gene Tunney on the air in his "Sports Review" the other day.

ONE MINUTE INTERVIEW

RAY BLOCH

"Lee Grant writes that 'ten-thirty at night should be the zero hour of radio as far as "loud music" is concerned.' There's a very simple correction I'd like to make. There cannot be any such thing as 'loud music' on the radio—not as long as they keep that little dial marked VOLUME on every set sold in the country. Just a twist of that little innocent dial could make even my 'Swing Fourteen' sound like a choir duet!"

CRITICS' FORUM

(Continued from Preceding Page)

Hitler and Mussolini from Berlin.... Evidently the brass hats couldn't see the difference between a legal and moral gangster."—SID SHALIT, *New York Daily News.*

* * *

"Too many box-top contests today. Not enough thought to better program material."—ALBERT EDWIN SONN, *Newark Sunday Call.*

* * *

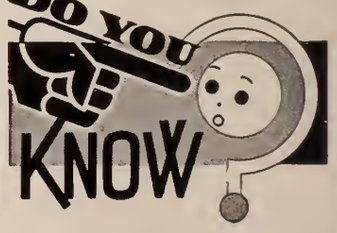
"There's too much advertising per time on air, particularly on shorter commercials, and at certain hours, particularly noon and at 6 p.m., too many spot commercial announcements. Also, some variety shows, particularly MGM-Maxwell House, are too crowded with big names. Fewer and more connected shows would be better." — EDWARD J. HEALY, *Albany (N. Y.) Knickerbocker News.*

* * *

"The glad-handing of some emcees is becoming unbearable. After all, why should they be so profuse with their thanks for a performance by some artist who is being well paid?" —GUY BOWSHER, *Evansville (Ind.) Courier.*

* * *

Additional comments in Monday's issue.



Radio advertising increased 18 per cent in 1937 over the year before, while magazines gained 12 per cent and newspapers only 2.8 per cent.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 31 NEW YORK, N. Y., MONDAY, FEBRUARY 14, 1938 FIVE CENTS

250 Arrive for NAB Meet

CRITICS' FORUM

CONCLUSION

THE following general comments wind up the first nationwide radio editors' forum conducted by RADIO DAILY—and to sum up, the principal criticisms of radio are (1) too much Hollywood, (2) studio audiences and their applause, (3) long, repetitious and extravagant commercials, (4) not enough daytime music, (5) too many serials, (6) backslapping on programs, (7) stentorian announcers, (8) unfunny comedians, (9) conflicting programs, (10) lack of new ideas and new talent, (11) unqualified commentators, (12) not enough good drama.

* * *

"I have no pet squawks. I'm interested only in seeing radio progress and what I say in my columns is met constructively. Currently we have too much Hollywood and Hollywood production on the air; some sponsors have not yet discovered that 'the best commercial bulletin is the one so short it can not be dialed off'; America has yet to discover what is really good humor and broadcast slapstick; we have too many daytime serials and not enough daytime music. But such things can not be remedied over night. They will be taken care of in the general move forward radio is continuously making. Radio's biggest problem, however, is to generate new ideas and build new names. It needs both very badly."—BOB STEPHAN, *Cleveland Plain Dealer.*

* * *

"Candidly I think there is entirely too much of the so-called light entertainment. Less swing music, less Hollywood gossip, less injection of advertisers' pleas, less exploitation by advertiser of parents through chil-

(Continued on Page 9)

At Home

Little Rock, Ark.—KARK has been airing a job-finding program for the past two months under auspices of U. S. Employment Service. Majority of applicants have been laborers and general office help. But last week the emcee on program was nearly floored when a young man approached and said he was looking for a job as—announcer.

EIGHT AGENCIES PLACED 59% OF NBC BUSINESS

Eight of the 85 agencies which booked business on the NBC networks last year were responsible for 59 per cent of the total gross receipts, it was revealed by the official agency breakdown which was released by the web over the week-end.

Blackett-Sample-Hummert, J. Walter Thompson, Lord & Thomas, Compton Advertising, Young & Rubicam,

(Continued on Page 8)

More Shows Back East, Predicted by Pat Weaver

Chicago — Cutting down of show costs due to general conditions, plus New York World's Fair activities next year, will conduce to bring more radio production and important personalities back east from Hollywood, according to Pat Weaver, radio director of Young & Rubicam. Weaver,

(Continued on Page 2)

Radio Business in South On Upturn, Kiggin Finds

New Orleans—Radio business throughout the south seems to be on the upturn, Keith Kiggins, NBC station relations man, declared here last week. Here on a lap of a tour of inspection which took him through the south-southwest, Kiggins found things looking better. He also noted a tendency among newspapers and radio stations in many instances to bury the ax and to work together for their mutual good and believes the old feeling of distrust is gradually

(Continued on Page 9)

Annual Convention Gets Under Way Today in Washington

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington — With approximately 250 delegates expected in Washington over the week-end and an additional number expected to arrive this morning, the sixteenth annual convention of the National Ass'n of Broadcasters will open at 9:45 a.m. today in the Hotel Willard.

According to the official program, opening address of welcome will be delivered by Hon. George E. Allen, Commissioner of the District of Columbia. Following Allen will be an address by NAB President John Elmer, and then will follow addresses by Senator Burton K. Wheeler of Montana, chairman of the interstate commerce committee, and Frank R. McNinch, chairman of the FCC.

Keen interest centers around membership reaction to the annual report of James W. Baldwin, NAB's outgo-

(Continued on Page 4)

AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

With returns now coming in fast, indications are that the AGRAP affiliation balloting will be completed within another week. Although voting has been heavy, no majority has as yet been indicated, but at present it appears that an affiliation with the CIO will be upheld.

Membership has not lived up to

(Continued on Page 4)

Kroger's New Serial Starts on 17 Stations

Cincinnati—Kroger Grocery & Baking Co., through Ralph H. Jones Co., today starts its new script show, "The Editor's Daughter", on 17 stations, Monday through Friday, in behalf of Kroger's Clock Bread. Program will be heard on KLRA, KDKA,

(Continued on Page 2)

Packard Fades March 1

Packard's "Hollywood Mardi Gras," with Lanny Ross, Walter O'Keefe and Charlie Butterworth, fades March 1. Ross makes a film for Columbia, then goes on a concert tour. Young & Rubicam agency has plans for putting O'Keefe in another show.

CBC Eventually to Center On Non-Commercial End

Ottawa—In a statement issued after its three-day annual convention, held behind closed doors, the Canadian Ass'n of Broadcasters said it believed that "Canadian Broadcasting Corp. is gradually working out the idea for which it was originally formed, that is, to build a number of non-commercial stations across Canada and eventually to leave the network business to the private stations."

☆ THE WEEK IN RADIO ☆

. . . Baldwin's Swan Song

By M. H. SHAPIRO

GROWING resentment, piling up since October, culminated in James W. Baldwin, managing director of the NAB, giving a farewell blast to the industry last week when he sent copies of his final report to the membership at large . . . having made up his mind that he and the NAB were to part forever in so far as serving it in official capacity was concerned, Baldwin gave full vent to both his feelings and what he thought was wrong with the NAB . . . to all appearances the move was ill-advised . . . and since he really saw the "handwriting on the wall" in Chicago last summer . . . or should have seen it, taking into consideration the opposition that developed in certain quarters . . . he should have remembered the joshing but excellent advice the late Will Rogers gave Al Smith when he told him not to run against Hoover but wait until 1932 when he would emerge a bigger man than ever . . . perhaps Baldwin should have refused to take the job last summer and perhaps he would have been in a position now where

(Continued on Page 4)

Public Oppose Censor

Government censorship of programs is opposed by the big majority of radio set owners, according to a survey by the American Institute of Public Opinion, of which Dr. George Gallup is director. In reply to another query, overwhelming percentage said they had heard no program in the past year which they considered offensive.

RADIO DAILY

Vol. 3, No. 31 Mon., Feb. 14, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Friday, Feb. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134	133⅞	133⅞	.....
CBS A	19⅜	19⅜	19⅜	+ ⅛
Gen. Electric	40¾	39½	39⅞	— ⅛
RCA Common	6⅝	6⅝	6⅝	.....
RCA First Pfd.	50¼	49⅜	49½	.....
Stewart Warner	9	9	9	— ¼
Westinghouse	96½	95	95	— ⅞
Zenith Radio	13½	13¼	13¼	— ¼

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5⅝	6⅝

Kroger's New Serial Starts on 17 Stations

(Continued from Page 1)

WBBM, WCHS, WDAF, WDBJ, WIBA, WJR, WLAC, WLW, WMBD, WMC, WOOD, WOWO, WTAM, KFH and KMOX. World Broadcasting System is producing the show.

Ralph Edwards Renewed

Ralph Edwards has been renewed for another 13 weeks as announcer on the Sunday Horn and Hardart children's show over WABC. He's been on the program for six months.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Greetings from Radio Daily

February 14

Jack Benny Jessica Dragonette
Enric Madriguera Peggy Allenby

WAKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

Radio Daily on the Job

The NAB convention is being covered for RADIO DAILY by the following men from the home office staff: M. H. Shapiro, Ted (Scoops Daly) Lloyd, Don M. Mersereau, Marvin Kirsch and Arthur Simon.

RCA Facsimile Equipment Is Being Added by WOR

WOR has placed an order for radio facsimile equipment to be supplied by RCA. This additional equipment, to be delivered within a few weeks, differs in a number of points from the facsimile system now being used by the station during experimental broadcasts which are being conducted daily by the WOR engineering staff.

Having selected several of the most advanced methods of radio facsimile transmissions yet devised, the RCA system will be tested alternately, permitting WOR to keep pace with the aid in the development of the new field in which the station is pioneering. WOR is now experimenting with the system developed by W. G. H. Finch and has successfully transmitted facsimile of a WOR "newspaper".

Brewers' Show Date

Starting date for the American Brewers Ass'n show on CBS has been set back to Feb. 21 or 28 at 8 p.m., opposite Burns and Allen. Show will have local sponsors in various cities, after style of George Jessel's Mutual program. Lou Holtz, Ted Husing, Connie Boswell and Richard Himber's orchestra comprise the talent. U. S. Advertising Co., Toledo, is the agency.

Merry Macs to Tour

The Merry Macs, who make their third consecutive appearance on the Fred Allen show Wednesday night over NBC-Red, will leave immediately following with Al Pearce and his gang on a personal appearance tour.

Al Pearce's Tenth Year

Al Pearce and his Gang will celebrate their tenth year on the air on their broadcast Feb. 15 at 9-9:30 p.m. over CBS network. Troupe is scheduled to open at the Palace theater in Cleveland and following Friday for one week, broadcasting from that city Feb. 22. Program is sponsored by Ford Motor Dealers.

SYNDICATE TRANSCRIPTIONS

DISTRIBUTOR WANTED FOR U. S. A.

Exclusive representation for United States available to agent having proper contacts to handle outstanding syndicate transcription shows. Also interested in agents with contacts in foreign countries. Full information and auditions from Martin Maxwell at Hotel Washington, Washington, D. C., during N.A.B. Convention.

Martin Maxwell will also be available in New York City on February 17th at Hotel Astor.

More Shows Back East, Predicted by Pat Weaver

(Continued from Page 1)

who arrived here Friday on his way back to New York after a long stretch on the coast, said he expects to be in the east much of the coming season. Young & Rubicam's Packard show in Hollywood folds March 1.

James Burke Promoted

James F. Burke, of the CBS program department, has been appointed assistant to W. B. Lewis, vice-president in charge of programs. Gwendolyn Jones will be assistant to Burke.

Floral Follow-Up

Colorado Springs, Colo.—Seven local florists have taken a quarter hour a week live-talent show on KVOR following the "Songshop" on Friday nights. Program features a tenor and instrumental group of six and is titled "A Bouquet of Melody."

COMING and GOING

JERRY BELCHER was in Nashville yesterday for his NBC-Red network broadcast.

PICK MALONE and PAT PADGET (Pick and Pat) are taking a two-week vacation in the south; Pick at Pinehurst, N. C., and Pat in Florida. They return to New York and their CBS program Feb. 28.

GINA CIGNA, operatic soprano, sailed Saturday on the Saturnia for Italy.

ALBERT N. BAUDIN, official of General Electric Co., and his family sailed Saturday on the American Legion for South America.

MRS. ARTHUR DE NUNZIO, singer with the San Francisco Opera Co., is en route to Italy on the Saturnia to further cultivate her voice.

A. L. CHILTON, head of KLRA, Little Rock, Ark., is in town.

CLAIR HEVER, WHBF sales manager, is in from the west.

EDGAR H. TWAMLEY, director of WBEN, Buffalo, is in town for short time.

JOHN THORWALD, managing director of WRR, Dallas, is in New York.

C. MERWIN DOBYNS, owner and general manager of KGER, Long Beach-Los Angeles, accompanied by his brother John, commercial manager, left on the new Union Pacific "Streamliner" for Washington to attend the NAB convention. In addition to taking in the convention, Dobyns plans to visit New York, Chicago and St. Louis for conferences with several radio advertising accounts.

WMCA's Prayer Sign-Off

Donald Flamm, president of WMCA, has placed in effect a new official station sign-off which will go into effect immediately, replacing the old transcribed message. New sign-off is a prayer for oppressed people in other countries.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the

MICHIGAN RADIO NETWORK

Primary Coverage to 8 Major Markets

R E P U T A T I O N

WITH the constantly shifting pattern of radio representation, new names come on the stage, old names leave the scene. A very few achieve more distinction with the passing years; for such distinction must be based upon sound practice, high ethics and efficient sales performance. The value of a name in radio can neither be borrowed nor bought. It must be built.

KERM, *Bakersfield* · **WBRC**, *Birmingham* · **WDOD**, *Chattanooga*
WJJD, *Chicago* · **WXYZ**, *Detroit* · **KMJ**, *Fresno*
WOOD-WASH, *Grand Rapids* · **WMBR**, *Jacksonville*
WLAC, *Nashville* · **WDBO**, *Orlando* · **WPRO**, *Providence*
KOH, *Reno* · **WRVA**, *Richmond* · **WHEC**, *Rochester*
KFBK, *Sacramento* · **WTOC**, *Savannah* · **KSOO**, *Sioux Falls*
WSBT, *South Bend* · **KWK**, *St. Louis* · **KWG**, *Stockton*
WSYR, *Syracuse* · **WDEL**, *Wilmington* · **WORK**, *York*
Michigan Network

P A U L H. R A Y M E R C O M P A N Y

Radio Station Representatives

NEW YORK DETROIT CHICAGO SAN FRANCISCO

250 IN WASHINGTON FOR NAB CONVENTION

(Continued from Page 1)

ing managing director, who will officially deliver his message today.

At the conclusion of Baldwin's speech, delegates will hear the report of Harold V. Hough, treasurer.

Report of Committee on Reorganization and discussion of reorganization report are scheduled for this afternoon. Tomorrow there will be continued discussion of the reorganization committee report. If report is adopted, the chair will announce procedure and order of business to follow. Later on Tuesday delegates will hear address of Commissioner T. A. M. Craven, and then report of district elections.

Tomorrow evening the Annual Banquet will be held at 7 o'clock in the Grand Ballroom of the Willard.

Wednesday will bring reports of the Nominating Committee, Joint Committee on Radio Research, by Arthur B. Church; Report of Sales Managers' Committee by L. H. Avery; Report of Engineering Committee by Paul Loyet, Report of Resolutions Committee, and adjournment.

Meeting of newly elected board of directors will be held immediately after close of convention.

Delegates who either are on hand or have signified intention of attending include:

John J. Gillin Jr., and Wm. Ruess, WOW; Marie W. Vandergrift and M. F. Rubin, WPAY; Norman Reeds and Wm. H. Appleby, WPG; Richard H. Mason, WPTF; F. W. Borton, WQAM; George E. Joy, and Louis N. Persio, WRAK; Jim Woodruff Jr., WRBL; Frank Russell and Fred Shawn, WRC; Hoyt B. Wooten, WREC; Clarence Cosby, Lloyd Thomas, and A. E. Fuller, WROK; Garland Powell, WRNF; J. Roy McLennan and Frank M. Stearns, WSAL; Gene T. Dyer and L. A. Sanford, WSBC; N. L. O'Neil and Gordon Gray, WSJA; H. Whillahan, WSMB; Otto M. Schlabach and Chas. F. Callaway, WKBH; W. P. Williamson Jr., WKBN; C. G. Moss, WKBO; James F. Hopkins, WJBK.

Basse A. Beck and Melvin Lahr, WKOK; John McCormick and M. R. Runyon, WKRC; John E. Fetzer, WKZO; Gilmore N. Nunn and Winston L. Clarke, WLAP; Stanley N. Schultz, WLAW; W. S. Craig, WLBC; B. D. Butler and Glenn Snyder, WLS; Edward A. Allen and Philip P. Allen, WLVA; K. H. Berkeley and Otto Brandt, WMAL; W. W. Smith and K. Kiggins, WMAQ; E. K. Cargill and W. E. Cobb, WMAZ; E. A. Wooten and H. M. Steed, WMBC; John W. Potter and Alexander Sherwood, WHBF; Hiram Y. Born and H. P. Furstenau, WHBL; E. A. Alburty and H. B. Wooten, WHBQ; James A. Wagner, WHBY.

E. J. Gluck, WSOC; J. H. Ryan and E. F. Flanigan, WSPD; Quincy A. Brackett and Lewis B. Breed, WSPR; Harold H. Meyer, WSUN; John J. Storey, WTAG; L. B. Wailes and B. F. McClancy, WTAM; Campbell Arnoux and John H. New, WTAR; Clarence T. Hofman, WTCB; Cedric F. Foster, and Norbert O'Brien, WTHT; D. A. Read, WTIC; Walter J. Damm and Don Albert, WTMJ; William H. West and Lester E. Cox, WTMV; Davis Keane and Dr. George F. Courrier, WWAE; W. J. Scripps and Harry Bannister, WWJ; Vincent F. Callahan and J. D. Bloom Jr., WWL; George W. Smith and Paul J. Miller, WWVA; Edgar L. Bill and Charles C. Caley, WMBD; D. H. Poyner and C. Blair, WMBH; Frank King and Glenn Marshall Jr., WMBR.

H. W. Slavick, WMC; Wayne M. Nelson and E. Z. Jones, WMFR; O. J. Ketchner and R. C. Warden, WMMN; S. D. Quarton and W. B. Quarton, WMT; John Shepard 3rd and R. L. Harlow, WNAC; Ted Mathews, WNAX; H. V. Akerberg, WNBC; C. N. Mastin and Harry Trenner, WNBF; B. F. Fisher and Hugh A. L. Halff, WOAI; Clark Luther and Paul Loyeh, WOC; W. B. Dolph, WOL; T. C. Streibert, WOR; L. A. Benson and E. P. Shutz, WIL; Hal Leyshon and Martin Wales, WIOD; Benedict Gimbel Jr., WIP; Robert E. Bausman, WIRE; G. Richard Shafto, WIS.

Kern Tips, KPRC; J. M. Mooney and M. B. Campbell, WFAA; Joseph A. Lang and Paul Hanon, WGAB; Roy Thompson, WFBG; Samuel H. Cook and Chas. F. Phillips, WFBL; Hope H. Barroll Jr. and Harold W. Bachelder, WFBR; Howard M. Loeb, WFDF; Donald Withycomb and S. R. Rosenbaum, WFIL; Walter Tison and H. H. Baskin, WFLA; Walter B. Fraser, and R. M. Tigart, Manager, WFOY; Hal A. Saville and Richard Mawson, WBAX; Edgar H. Twamlly, WBEN.

Edney Ridge and J. M. Bryon, WBIG; R. A. Bored and W. I. Orr, WBNS; W. W. Behrman and Clarence Leich, WBOW; J. C. Bell and K. G. Marshall, WBRC; William Schudt Jr. and Harry Butcher, WBT; J. A. Holman and S. D. Gregory, WBZ; Leonard Kapner, WCAE; J. Thomas Lyon and L. M. Milburne, WCAO; Colonel H. Nelson Jackson, WCAX; Earl H. Gammons, WCCO; H. K. Carpenter and C. M. Everson, WCLE; Sam C. Fantle Jr., KSOO; E. L. Finley and R. F. Bjorn, KSRO; Stanley E. Hubbard and Paul Spearman, KSTP.

Edward E. Bishop and Edward E. Edgar, WGH; W. Ward Darrell and S. D. Gregory, WGL; I. R. Lounsberry and L. H. Avery, WGR-WKBW; H. W. Wilson and Ben Farmer, WGTM; Kolin Hager and J. H. Norton, WGY; E. A. Hanover and William Fay, WHAM; Barry Bingham and Mark Ethridge, WHAS; L. H. Bailey and W. P. Ogelsby, WHAT; Donald Dwight Davis and Dwight T. Schilling, WHB; Sidney H. Bliss and John Dixon, WCLO; Kenneth B. Johnson and C. Robert Thompson, WCOL.

John Howard and M. Watters, WCPO; H. Dean Fitzer, WDAF; Barney Lavin, WDAY; Ray P. Jordan and F. D. Kesler, WDBJ; Harold P. Danforth, WDBO; J. F. Jarman Jr., WDNC; Franklin Doolittle, WDOC; J. C. Uhalt, WDSU; Edgar R. Bill, WDZ; A. H. Morton and W. S. Hedges, WEAF; R. L. Harlow, WEAN; Inglis M. Taylor, WEBQ; Avery Wynne and B. W. Frank, WEED; H. E. Fellows, WEEI; John V. L. Hogan and Elliott M. Sanger, WQXR; M. E. Tompkins and Loren Watson, Associated Music Pub.; Jan G. Bailey and C. M. Jansky, Jansky & Bailey.

Clarence Wheeler, WHE; Leonard Reinsch, WNIO; H. K. Carpenter and C. M. Everson, WHK; J. O. Maland, WHO; Joseph Lang, WHOM; Joseph W. Mason and John M. Davis, WBG; Roy Radner, WIBM; Ben Ludy and E. C. Nash, WIBW; Gene T. Dyer, WGES; Oliver Morton, WENR; John T. Calkins, WESG; A. S. Foster, WEW.

G. W. Grignon and R. N. Wehl, WISN; John J. Boyle and Mortimer L. Burbank, WJAR; J. F. Hopkins, WJBR; H. Vernon Anderson and Charles P. Manship Jr., WJBO; Wiley Harris and Allen Lacy, WJDX; Leo Fitzpatrick, WJR; Harry Butcher and A. D. Willard Jr., WJSV; H. C. Wilder and H. L. Lohnes, WJTN; S. W. Townsend and John F. Weisner, WJN; A. L. Ashby and P. J. Hennessey Jr., WJZ; Clair McCullough, WGAL; John F. Patt, WGAR; Laurence Leich and W. W. Behrman, WGAF; Frank Megargee and George Coleman, WGBI.

Richard O. Lewis, KTAR; Sam H. Bennett, KTAT; Ed. Craney, KGIR; Harould Hough, WBAP; D. A. Kahn, KTOK; B. F. Orr, KTRH; Karl O. Wyler, KTSM; Ben S. Fisher, KVOD; William B. Way, KVOO; W. B. Greenwald, KWBG; Robert T. Convey and C. G. Cosby, KWK; John D. Ewing and John C. McCormack, KWKH; T. W. Symons Jr. and T. W. Symons 3rd, KXL; A. J. Mosby, KGVO; Lewis Allen Weiss, KHJ; Ralph R. Brunton and C. L. McCarthy, KJBS; B. F. Fisher, KJR.

F. W. Thurston and L. F. Brokover, Gen. Electric; P. L. Deutsch and A. J. Kendrick, World Broadcasting; W. E. Hutchinson, WAAF; P. H. La Stayo, WAAT; Allen T. Simmons, WADC; Jess Swicegood and Lamdin Kay, WAGA; Ronald B. Woodyard, WALR; Maurice Coleman, WATL; Harold Thomas, WATR; Nathan Lord and George W. Norton Jr., WAVE; Fred A. Palmer, KOY; Lloyd Yoder and H. A. Woodman, KPO.

Arthur B. Church and J. Leslie Fox, KMBC; C. W. Meyers, KOIN; J. C. Liner Sr., KMLB; Herb Hollister, KANS; Merle S. Jones and Ken W. Church, KMOX; Donald W. Thornburgh, KNX; R. H. Owen and P. J. Merryman, KOA; Don Searle, KOIL; Bert Fisher, KOMO; James C. Wallace and Lawrence King, KAST; Ellis Atteberry, KCKN; S. D. Gregory and A. E. Nelson, KDKA; S. S. Fox, KDYL; Calvin J. Smith, KFAC; K. W. Pyle and Lester E. Fox, KFBI; Gene O'Fallon and Frank Bishop, KFEL; Dalton Le Masurier, KFJM; Lawrence W. McDowell, KFOX; James R. Curtis and H. C. Hohnson, KFRO; R. V. Hamilton and C. H. Thomas, KFRU; Herman K. Hohenstorm, KFVO; Oscar C. Hirsch, KFVS.

C. L. McCarthy and Ralph R. Brunton, KQW; Arthur Westlund, KRE; O. L. Taylor, KRGV; L. M. Sepaugh and R. B. Lanford, KRMD; Luther L. Hill and Craig R. Lawrence, KRNT; Gregory Gentling and Earl Gammons, KROC; Robert E. Priebe and P. K. Leberman, KRSC; R. H. Laubengayer, KSAL; Edward W. Hamlin, KSD; Philip G. Lasky and Wesley I. Dumm, KFSO; Gardner Cowles Jr. and Luther L. Hill, KSO; B. C. Thomson and Bob Elliston, KFTR; Dewitt Landis and O. L. Taylor, KFVO; P. J. Meyer and F. Fitzsimmonds, KFYR; C. Merwin Dobyns and John A. Dobyns, KGER; Ben S. McGlashan, KGFJ; John J. Gillin Jr., WOW; H. J. Powell, KGGF; F. C. Eighmey and Lee P. Loomis, KGLO; O. L. Taylor, KGNC; J. C. Denous and N. C. Petersen, KGNO; Leslie Joy and F. E. Chizzini, NBC Thesaurus.

☆ THE WEEK IN RADIO ☆

. . . Baldwin's Swan Song

(Continued from Page 1)

he might have been considered more strongly for a good NAB berth . . . Baldwin may or may not be right in some of his beliefs, but the fact remains that a great many broadcasters certainly do not agree with him . . . being a broadcaster himself, he should never have said anything that may be used against the industry, especially at a time when adverse legislation is the greatest fear harbored by the radio men with investments, large or small . . .

FCC Commissioner T. A. M. Craven, in a CBS network talk, opposed government operation of radio, the system in use having "proved beyond question to be the best for our country" . . . for the government to operate all broadcast facilities would be in conflict with the principles of democracy, he further stated . . . Ascap suit to test the Florida anti-Ascap law will be tried in New Orleans, March 3 . . . WOR began active experiments with transmission of facsimile, using the W. G. H. Finch method and garnering considerable space in the daily papers as well . . . Year-'round advertisers are increasing, according to NBC statistics . . . Several members of Local 802 of the AFM filed suit against the local to stop enforcing its $54 top earning fees for free-lance musicians. . . .

Sesac let out a squawk over the inaccuracy of the NAB report on its catalog . . . Canadian broadcasters held their meet early in the week behind closed doors, but the main argument appears against the CBC and how to get more American commercials . . . RCA net for 1937 reached the 9 million dollar mark... goodly share of it coming from NBC ...CBC incidentally reported a profit for its Canadian network of $128,819 the past year....

AGRAP-CIO AFFILIATION INDICATED IN BALLOTING

(Continued from Page 1)

votes cast by committee members whereby the CIO held a large majority. A swing toward the more conservative AFRA, and votes demanding independence for AGRAP, are cutting heavily into pre-ballot forecasts.

Temporary agreements between AGRAP and several radio stations which were due for negotiation have been extended until the duration of the balloting.

WALT FRAMER
Producer - Originator
"THE BLESSED EVENTER"
Daily 10:30 A. M. Over WWSW
Pittsburgh, Pa.

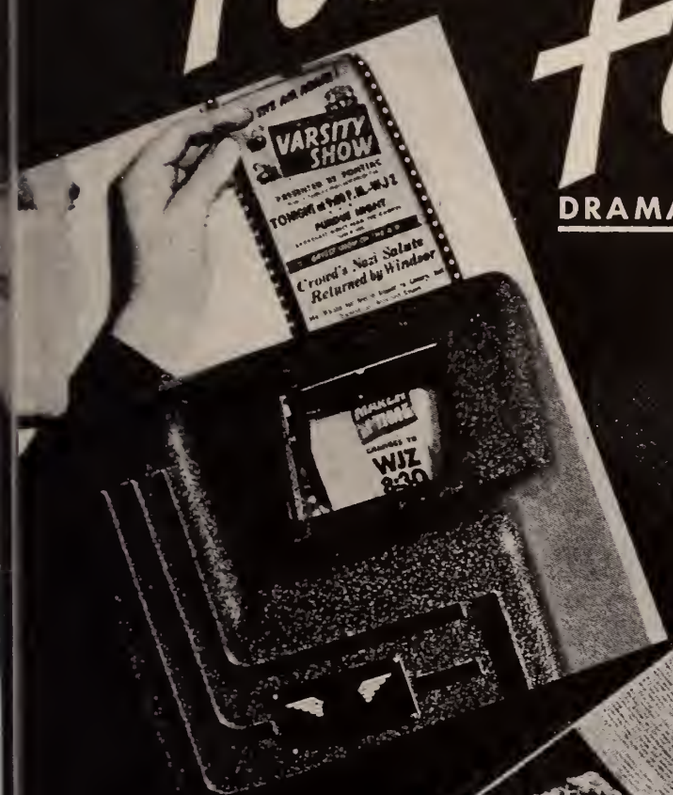
LANG-WORTH
•
Largest Tax-Free
Musical Library
In The World
•
On Demonstration Now
Hotel Willard-930-31

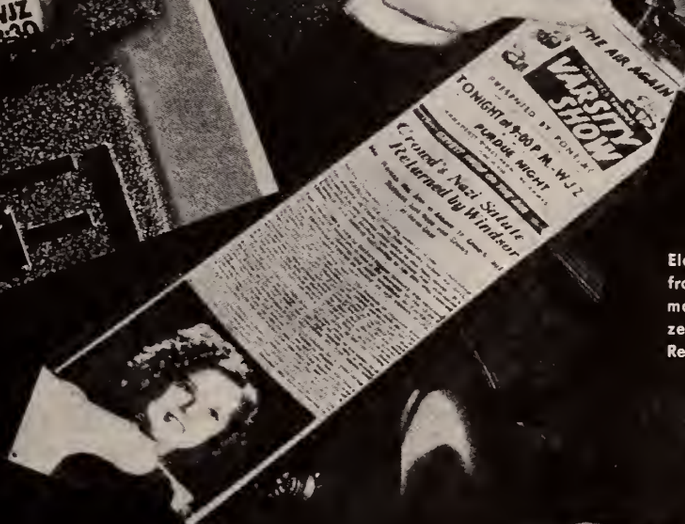
"As the Jewish Market Goes—
So Goes New York"
Listen in over Station
WMCA
To the following programs:
ZION VARIETY SHOW
Mondays at 7:30 P. M.
LET'S SING TOGETHER
THE SONGS OF ISRAEL
Wednesdays at 7:30 P. M.
MOLLY PICON in
"I Give You My Life"
Fridays at 7:30 P. M.
Judge for yourself
ADVERTISERS BROADCASTING CO.
205 East 42nd Street, New York, N. Y.
MUrray Hill 4-1364

Gear RADIO to the picture age with

Finch Facsimile

RADIO'S MOST DRAMATIC FORWARD-STEP OF THE YEAR!







Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes far experimental transmissian. Hardly mare than a foat square; complete in a single unit; automatic; works on any radio.

Electric "Pen" in Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Facsimile Copy as it issues from the Recarder. Two columns wide; carries news bulletins, photagraphs, advertising, apening up tremendaus new saurces of revenue to broadcasters. Recorder halds week's supply of dry paper; no liquids or carbon transfers; standard papers give black and white or black and orange copy. Paper cost apprax. 20c week.

Rodio focsimile os a vitol public service is here now. Under Finch patents the following stotions have been licensed for focsimile broadcosting, FCC hoving gronted permits for experimentol use of regulor frequencies, full power, from midnight to 6 a. m.

WGH — 250 watts — Newport News, Va.
KSTP — 25,000 watts — St. Poul, Minn.
WHO — 50,000 watts — Des Moines, Iowa
WSM — 50,000 watts — Nashville, Tenn.
WHK — 2,500 watts — Clevelond, Ohio
WCLE — 500 watts — Clevelond, Ohio
WGN — 50,000 watts — Chicogo, Ill.
WOR — 50,000 watts — Nework, N. J.

The laboratories are open to licensed broodcosters for demonstrotion, by oppointment. Coll Ploza 5-6570



Scanning Head with photoelectric eye, in compact, easily operated transmitting apparatus, which plugs into ordinary broadcasting amplifiers without equipment changes; translates printed matter, line-cuts, half-tones, photos, into electrical signals which can be sent over regular channels.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.

37 WEST 57th STREET, NEW YORK CITY

AGENCIES

CHARLES ROBERTSON JR. and Charles Coward of The Ralph H. Jones Co., Cincinnati, were in New York last week. Robertson completed last minute details in connection with the new Kroger Show, "The Editor's Daughter." Coward conferred with NBC and members of the cast of "Hello Peggy," the twice weekly Drano-Windex show, on a new plot formula effective immediately. He also attended the meeting at the Waldorf Astoria Hotel of the National Electrical Manufacturers Association, where he presented the 1938 range campaign to the participating manufacturers.

FRANK KIERNAN & CO. has been appointed to handle the radio and newspaper advertising of Shortwave Diathermy Laboratories Inc.

ROY S. DURSTINE of BBD&O delivered a business talk last week before the Advertising Club of Chicago.

Flash—Corpse in Car

Norfolk, Neb.—A striking example of what may be done toward crime detection by a group of cooperative listeners to a local station occurred last week when WJAG here made a broadcast to the Nebraska State Highway Patrol for a listener who had seen a corpse being transported in a passenger sedan, laid out on a stretcher from front to rear seat, and thought the circumstances were peculiar. Reports immediately commenced coming in from listeners who had seen the car at various points. Several members of The Nebraska State Highway Patrol who keep tuned to WJAG started chasing the car. In the meantime the Norfolk police investigated the local reports and found that a body was being transported from Norfolk to Winner, S. D. for burial. Within an hour of the first broadcast WJAG was able to broadcast a clearance.

NEW BUSINESS

WSVA, Harrisonburg, Va.: Ivory Soap, "The Gospel Singer", ETs, through Compton Advertising; DeSoto, program; Dwinnell-Wright Corp.; Carter Medicine Co., spots, through Street & Finney; RCA-Victor, spots.

KGO, San Francisco: McKesson & Robbins (Pursang), through H. W. Kastor & Sons.

WNEW, New York: Pepsodent Co., "Make Believe Ballroom", through Lord & Thomas.

PRESTO
RECORDING EQUIPMENT
ON DEMONSTRATION DAY and EVENING
Room 940
THE WILLARD
DURING N. A. B. CONVENTION

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Inauguration of WTAM's new $300,000 studios Friday night was the big doings in Cleveland. In honor of the occasion, WHK of the UBC System devoted its "Today's Tribute" program that night to the NBC station. Walter Logan, musical director of WTAM, led the UBC concert ork in one of his own compositions, and Manager Vernon Pribble spoke briefly. WTAM's first manager, Leonard Baldwin, and the first program director, L. W. Zimmerman, also were among the guests.**

● ● ● *KTUL, Tulsa, has found a program, locally built, that is competing favorably with NBC's Bing Crosby....From 9 until 9:30 on Thursdays, opposite the first half of the Crosby show, KTUL stages its all-colored Amateur Show. The broadcast is also a stage show, held in front of a live audience and is remoted from the Crystal Palace Ballroom in the heart of the colored section of Tulsa. Only in its fifth week, the program and the Ballroom have out their SRO signs and fully half of the audience is white. Admission is charged. The show known as the "Dixieland Jamboree" was sold, produced and emceed by one man, "Bud" Akin of the KTUL staff.*

● ● ● **The news room of KARK, Little Rock, Ark., recently flashed a dispatch relating the death of a nationally prominent man. The dispatch was received while a religious program was on the air and it was necessary to fade the broadcast for the news announcer. The first words after the program was brought back on the air were, "....now, isn't that fine!" It seems that two young ladies had just finished a duet and were being complimented. It was quite a jolt, though, to puzzled listeners.**

● ● ● *An example of newspaper-radio co-operation is now being furnished by the Jersey Journal, Jersey City, N. J. Expressing itself as desirous of presenting daily radio programs in the form most pleasing to the greater number, the Journal is conducting an "election" on the question of whether listings should be continued as now printed, giving each station's program for the day under the station's call letters, or whether all should be grouped together according to time of broadcasts. Ballots for the "election" are provided on the radio page.*

● ● ● **The Hal (NBC) Gordons will have another mouth to feed around the first of March....Just split the name, Cinderella, reverse it—and you'll have the name of a new NBC artist. The little lady is the creation of comic-strip artist Bill Conselman. Ella Cinders is her name....They're screen-testing Margret Brill, NBC's debutante harpist....More than 100 safety clubs have asked for a copy of Haven MacQuarrie's one-armed driver script!....Frank Luther, who conducts the "Person-to-Person" program over NBC, has just discovered that if you pick up your phone and dial "I L-O-V-E Y-O-U" you'll get a busy signal. However, if you're more persistent and dial "D-A-R-L-I-N-G," you'll get the operator!"**

Governor Drops WDSU

New Orleans — After 10 years of cordial relations between the Huey Long political machine and WDSU, the station last week was canceled and two others, WSMB and WWL, were substituted to carry the sustaining "fireside chat" of Governor Richard Leche. WDSU recently carried the speeches of Jimmy Morrison, lawyer organizer of the strawberry farmers' union, and administration critic.

Betty Baker Makes Good

St. Louis—Betty Baker, kid sister of the Baker gals who warble on the CBS "Double Everything" show on Sundays, now has her own program twice weekly on WEW, St. Louis. Still in high school, Betty made her debut a few weeks ago on the Jackie Norder Variety Show, got the fan mail and now is on her own. The station is seeking a sponsor for her.

GUEST-ING

HELEN JEPSON and CHARLES KULLMAN, on "Magic Key of RCA," Feb. 20 (NBC-Blue, 2 p.m.).

LUISE RAINER, on "Good News of 1938," Feb. 24 (NBC-Red, 9 p.m.).

LOTTE LEHMANN, on "Kraft Music Hall," Feb. 24 (NBC-Red, 10 p.m.).

PHILIP GUEDALLA and SCHNICKELFRITZ BAND, on Rudy Vallee program, Feb. 17 (NBC-Red, 8 p.m.).

HUMPHREY BOGART, LOUISE FAZENDA and FRANK McHUGH in scenes from "Swing Your Lady," on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

COL. STOOPNAGLE, on Paul Whiteman program Feb. 18 (CBS, 8:30 p.m.).

WALTER CONNOLLY, on Al Jolson broadcast, Feb. 22 (CBS, 8:30 p.m.).

FERDE GROFE, guest conductor on "Magic Key of RCA," March 20 (NBC-Blue, 2 p.m.).

ROSE PAULY, soprano, soloist with Ford Symphony Orchestra and Chorus, Feb. 20 (CBS, 9 p.m.).

NASHVILLE

Buddy Thomasson recently joined WSIX sales force.

With taking of Fortune Shoe program, WSM now has two Mutual shows.

Jack Knapp, 6 feet 7 inches, is now on the WSIX announcing staff. He came from WDOD, Chattanooga.

Manufacturers Ass'n Disks

National Ass'n of Manufacturers has completed a series of quarter-hour disks made by NBC on topics of current interest. George E. Sokolsky is the commentator. Disks are available free to one station in a city. To date, 235 stations have signed up for the service.

Results COUNT MOST
WILLARD HOTEL
NEAL and JOE WEED
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

PROGRAM REVIEWS

"Hollywood Serenade"

Mutual's new "Hollywood Serenade" via KHJ, Los Angeles, Thursday at 10-10:30 p.m., presents popular music with symphonic treatment in a manner that makes for very pleasant listening. Orchestra is a 75-piece affair directed by Elias Breeski, and in the vocal end is the Frank Hubbell Choir plus a femme soloist who registered nicely on the opening broadcast. Things moved along so smoothly and entertainingly that the half-hour was over in no time.

Cavan O'Connor

Making his radio debut here, Thursday at 12:15 over NBC-Blue, Cavan O'Connor, vocalist from England, displayed a tenor voice with possibilities. In the short time allotted him on this occasion, however, he hardly had a chance to make a good showing for himself. He sang "Lolita" and another number, with the Sears Orchestra supplying musical background.

Bob Brenner

Personal facts, hobbies, superstitions and other notes on radio stars are handed out by Bob Brenner in this new WNEW program, Thursday at 9:15-9:30 p.m. Mary Small appeared and sang as guest on the opening broadcast. Brenner talks with a southern accent that doesn't sound too genuine, and practically all the personalities he talked about are heard on major network stations. On the whole, this type of program should have generous listener interest.

Gertrude Berg as Instructor

Voted "Dean of Radio Script Writers" by the class in radio writing conducted by Erik Barnouw, at Columbia University, Gertrude Berg of "The Goldbergs" will appear before them as guest instructor and lecturer on Feb. 28.

KARK Staff Orchestra

Little Rock, Ark.—Appointment of Thomas Morrisey, director - critic - composer, as musical director to head newly added staff orchestra at KARK is announced by G. F. Zimmerman.

NEW PROGRAMS—IDEAS

"Musical Memory Contest"

A "Musical Memory Contest", offering $45 in cash prizes at each broadcast for correct answers to questions about music, composers and instruments, is a new WQXR feature on Wednesdays, 9-9:30 p.m.

Program is conducted by Norman MacKay.

Contestants in the studio will compete for prizes by answering factual questions about all phases of music, by identifying musical themes, and by naming instruments played behind a screen. Listeners will participate by contributing questions to be used on future programs, for which they will also receive cash awards.

G-Man Interview Series

The story of the G-men and Uncle Sam's war on crime will be the subject of a series of Saturday evening interviews over KOIN, Portland, Ore., with a local representative of the Federal Bureau of Investigation. The official is C. C. Spears, special agent in charge, Federal Bureau of Investigation, United States Department of Justice.

With Stanley Church in the role of interviewer, Spears talked during the first broadcast on "The FBI and Organized Crime."

Titles of interviews on three succeeding Saturdays will be "Recruiting the G-Men," "Science Stops The Criminal" and "The FBI's Who's Who In Crime."

WBT Audition Laboratory

A new program, "WBT's Audition Laboratory," made its bow Friday night, 11:05-11:15 o'clock, on WBT, Charlotte. The program features talent discovered by the weekly auditions conducted by WBT. Jack Phipps, organist and pianist, and Pete Martin, xylophonist and vibraphonist, will accompany the singers. Audience reaction to the singers will determine whether or not they will stay on the air.

Traffic Trials on WMAL

Washington Bureau, RADIO DAILY

Washington — WMAL, as well as WJSV, is carrying the proceedings from Traffic Court. Series started last Friday 10:45 a.m. spot.

"Great Sea Stories"

"Great Sea Stories," derived from the literature of all time and all countries, is a new series to be presented by the WPA Federal Theater Radio Division beginning the first week in March. This program will be heard over one of the coast-to-coast networks to be specified with the definite date and time within a fortnight.

Adventures of the sea from the time and pen of Homer to H. M. Tomlinson's will be dramatized and presented by the writers and actors of the WPA Federal Theater Radio Division which has in the past year and a half made an enviable reputation for high quality productions of radio dramas.

Sea-tales from writers as widely separated in time and style as Boccaccio on the one hand and Joseph Conrad on the other, or from a chapter in the Bible to a yarn by a modern Chinese, will be heard in this new radio series.

Coming Events

Feb. 14-16: National Association of Broadcasters annual convention, Hotel Willard, Washington.

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders' meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

"Pickwick Papers"

"Pickwick Papers" by Charles Dickens, will be dramatized and presented in a new series of broadcasts by the WPA Federal Theater Radio Division over WQXR, beginning the first week in March.

KMMJ

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

NATIONAL REPRESENTATION BY

INTERNATIONAL RADIO SALES



AN ADVANCED REPRESENTATION SERVICE FOR STATIONS
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

PROMOTION

Timely Thinking

A loose-leaf brochure containing a series of expressions titled "Straight Thinking Americans," each separately and handsomely printed from engraved plates on 11x14 inch parchment, has been prepared by David Rosen, specialist in marketing, management and public relations. The series was originally issued by Rosen in 1936, and is being revived at the suggestion of prominent business executives who regard the philosophies expressed therein as even more timely today.

One quotation, from Owen D. Young, says: "Capital which overreaches for profits; labor which overreaches for wages, or a public which overreaches for bargains will all destroy each other. There is no salvation for us on that road."

Alfred P. Sloan, J. P. Morgan and Thomas J. Watson are among other contributors.

Used Car Parade

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

KNX's 800,000 Phone Calls

Latest promotion piece sent out by Sales Manager Harry W. Witt of KNX points out that its 1937 findings (that KNX is the most popular station during greatest number of quarter-hour periods) is based on results of some 800,000 phone calls instead of the few thousand usually employed in surveys.

WHO 1938 Picture Book

The 1938 "WHO Picture Book" is off the press. In handy size, 7x9 inches, its 48 pages are packed full of photos of the station's talent, staff personnel, productions, transmitter, attractive studios, etc., as well as some of the network favorites heard via WHO. Booklet is sold for a quarter, and gives the station an impressive buildup.

Call
★
BRINCKERHOFF
for
RECORDINGS
29 W. 57th St. PL. 3-3015

EIGHT AGENCIES PLACED 59% OF NBC BUSINESS

(Continued from Page 1)

Wade Advertising, Benton & Bowles, and Stack-Goble are the agencies. Together they billed a total of $22,875,440. The grand 1937 total for the web was $38,651,286.

Network had previously announced that no agency or client billings would be released this year, but rule has been rescinded.

Complete list of agencies plus the billings of each follows:

Blackett-Sample-Hummert	$5,086,667
J. Walter Thompson Co.	4,376,915
Lord & Thomas	3,872,588
Compton Advertising	2,916,100
Young & Rubicam	2,772,680
Wade Advertising Agency	1,457,470
Benton & Bowles	1,200,461
Stack-Goble Advertising Agency	1,192,559
Kastor & Sons Advertising	873,255
Lennen & Mitchell	851,357
N. W. Ayer & Son	782,166
B. B. D. & O.	764,162
McCann-Erickson	698,496
Roche, Williams & Cunnyngham	698,101
Erwin, Wasey & Co., Ltd.	695,652
Pedlar & Ryan	609,161
Aubrey, Moore & Wallace	582,611
Sweeney & James Co.	537,634
Campbell-Ewald Co.	518,683
The Biow Co.	509,704
Hutchinson Adv.	504,521
Cecil, Warwick & Legler	482,600
Needham, Louis & Brorby	455,744
Maxon, Inc.	416,155
Gardner Advertising	397,712
Fuller & Smith & Ross	344,659
Arthur Kudner	330,301
MacManus, John & Adams	318,529
L. W. Ramsey Co.	257,462
Henri, Hurst & McDonald	201,475
Peck Advertising Agency	157,296
Hickson-O'Donnell	156,236
Bermingham, Castleman & Pierce	155,232
Newell-Emmett Co.	144,720
Blaker Advertising	144,104
Donahue & Coe	143,836
D. P. Brother & Co.	142,451
Westco Adv. Agency	140,913
McJunkin Adv. Co.	133,674
Russell Comer Adv.	113,216
Kenyon & Eckhardt	102,336
Brown Adv. Agency	91,226
Southmayd	83,699
Wessel Co.	75,919
Ralph H. Jones Co.	70,856
McKee, Albright & Ivey	68,280
Baggaley, Horton & Hoyt	67,298
Leo Burnett Co.	64,688
Howard Williams Co.	64,360
Walker & Downing	63,560
Lambert & Feasley	58,344
H. C. Bernsten Agency	57,888
Brown & Tarcher	55,848
Botsford, Constantine & Gardner	52,800
Logan & Stebbins	49,512
Fitzgerald Adv.	42,072
Emil Brisacher & Staff	39,680
Ruthrauff & Ryan	38,870
J. M. Mathes	36,036
Charles Stuart	35,088
Tomaschke-Elliott	35,072
Long Advertising Service	35,046
Cramer-Krasselt	29,988
D'Evelyn & Wadsworth	24,403
Leighton & Nelson	24,192
Clements Co.	20,580
James-Morton	17,244
Raymond Morgan Co.	16,608
Glicksman Advertising Co.	10,476
Hays MacFarland	8,480
Rogers & Smith Adv. Agency	7,946
Federal Adv. Agency	7,372
Auspitz & Lee	5,868
Dan B. Miner	5,360
T. J. Maloney	5,300
L. D. Wertheimer Co.	4,590
Joseph Katz Co.	3,722
R. C. Smith & Son, Ltd.	3,472
General Adv. Agency	3,354
Gerth-Knollin Adv. Agency	3,328
Sidney Garfinkel Adv. Agency	3,096
Critchfield & Co.	3,072
Baker Adv. Agency	3,032
Doremus & Co.	2,744
Milton Weinberg Adv. Co.	2,236
No Agency (Billed Direct)	1,009,087
TOTAL	$38,651,286

Leading NBC Accounts

The 20 leading NBC advertisers in 1937, and their gross expenditures, were:

Procter & Gamble	$4,456,525
Standard Brands	2,508,139
General Foods	2,332,193
Sterling Products	2,169,836
Miles Laboratories	1,457,470
American Home Products	1,403,496
National Dairy Products	1,275,202
Pepsodent	1,269,158
Radio Corp. of America	1,153,585
General Motors	953,831
Jergens-Woodbury Sales	841,457
American Tobacco	772,374
Bristol-Myers	762,200
Packard Motor	757,820
Lady Esther	683,860
Campana Sales	583,123
Cities Service	575,603
Sun Oil Co.	567,409
Kellogg Co.	563,373
Firestone Tire & Rubber	537,634

Top Network Agencies

The 10 top agencies in placing of network business last year, based on official CBS, NBC and MBS data were:

Blackett-Sample-Hummert	$7,256,744
Lord & Thomas	5,549,195
J. Walter Thompson	5,283,134
Young & Rubicam	3,821,010
Benton & Bowles	3,634,240
Ruthrauff & Ryan	3,450,016
Compton Advertising	3,001,600
N. W. Ayer	2,842,215
Newell-Emmett	1,951,261
B. B. D. & O.	1,801,696

WJSV, Washington

A. D. Willard Jr., manager, and Bill Murdock, sales manager, are back from Chicago.

The speakers' studio has been redecorated and refurnished. The new furniture includes love seats, cozy corners, potted plants, soft lights and flowing drapes, all in a restrained version of the modern manner. So intrigued is the staff with the studio that it appeared for a time that all business of the station would have to be conducted there.

WICC, Bridgeport

Harry Dority, chief control engineer at the New Haven end, is convalescing.

Virginia Miller, "Shopping Parade" hostess, ill at her Darien home.

Bill Elliott, emcee of "Street Scene," will also handle new spelling bee from New Haven.

"Four Clubmen" Signed

Lyn Murray's "Four Clubmen," heard five times weekly over CBS, have been signed by Decca to record the songs from "Snow White And The Seven Dwarfs."

CROSLEY RADIO CORP.
IS PROUD TO PRESENT
JOSEF CHERNIAVSKY

"The Musical Cameraman"
as
Co-Musical Director
of
WLW
WSAI

☆ F. C. C. ☆ ACTIVITIES

HEARINGS SCHEDULED

Feb. 14: Amarillo Broadcasting Corp., Amarillo. CP for new station. 1500 kc., 100 watts, unlimited.

W. C. Irvin, Amarillo. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Northwestern Broadcasting Co., Vernon, Tex. CP for new station. 1500 kc., 100 watts, unlimited.

Great Western Broadcasting Co., Omaha. CP for new station. 1500 kc., 100 watts, unlimited.

Mar. 24: General Electric Co., Albany, N. Y. CP for 4 new television stations.

Mar. 25: P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

Mar. 29: Fredricksburg Broadcasting Corp., Fredricksburg, Va. CP for new station. 1200 kc., 250 watts, daytime.

Cuyahoga Valley Broadcasting Co., Cleveland, CP for new station. 1500 kc., 100 watts, daytime.

McComb Broadcasting Corp., McComb, Miss. CP for new station. 1200 kc., 100 watts, daytime.

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

Cuyahoga Valley Broadcasting Co., Warren, O. CP for new station. 1200 kc., 100 watts, unlimited.

Mar. 30: Chester Howarth and Clarence Berger, Wallace, Ida. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

WHBF, Rock Island, Ill. CP to change frequency and increase power to 1240 kc., 1 KW. Unlimited.

King-Trendle Broadcasting Corp., Pontiac, Mich. CP for new station. 1440 kc., 250 watts, unlimited.

APPLICATIONS GRANTED

Beaumont Broadcasting Association, Beaumont, Tex. CP for new station. 1420 kc., 100 watts, unlimited.

Mervel M. Valentine, Laredo, Tex. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

SOUND REPRODUCTIONS CORP.
Represented at the Convention
BY
EUGENE L. BRESSON
Washington Hotel

CRITICS' FORUM

(Continued from Page 1)

dren and more cultural, stable and pro-American programs would greatly enhance that prestige of radio which is deplorably falling off."—JOHN L. SPRINGER, *Newsdom.*

* * *

"The Hollywood stampede is downright sinful. Half of our variety shows are nothing more than 60-minute theater commercials. If we must have 'previews', give radio listeners the entire story. The current preview is a first cousin to the theater trailer. Let's have more of the lighter classics—don't sandwich them in on a 'heavy' symphonic show or a jazz program. It just won't work. Let more artists follow Benny and Bernie in their trick chocolate-coated commercials and none of that coaxing, juvenile touch if the commercial must be straight." — LEE ROY MANUEL, *Fort Worth Press.*

* * *

"In my estimation a vocal chorus is the greatest program on the air—and there are not enough of them. There are too many 'lousy' dance orchestras on late evening sustaining shows. There are plenty of 'name' orchestras available, why put up with second raters on the networks? All these 'swing' shows are driving me nuts. Why bastardize music?"—H. B. HOOK, *Mason City (Ia.) Globe-Gazette.*

* * *

"Major Bowes and Benny Goodman have run novel ideas into the ground. When lasting melody, subtle comedy, distinctive drama, faithful reproduction of classics, development of sound American music and artistic arrangement of programs become goals for radio, we'll be getting some place. As long as slapstick comedy, 'swing' music, risque-worded novelty songs, sensational drama ('Gang Busters,' 'True Story Court') and lavish over-dressed variety programs continue to find a following, radio is threatened with stagnation."—GEORGE HILLYER, *Topeka State Journal.*

* * *

"Too many shows are built with an attempt to please all of the people some of the time in course of every show, instead of picking a definite group to cater to; shifting shows and hence markets, occasionally — but holding to some definite audience and entertainment formula in each show. Give billing to radio writers in program listings and at the microphone —in order to give radio listeners a chance to follow their favorites just as they can in magazines and on stage and screen."—DOROTHY MATTISON, *Worcester Telegram and Gazette.*

* * *

"Too much studio applause. Too great exploitation of Miller joke book. Too great use of movie stars who have no entertainment value before microphone. Too few original radio productions. Too lax rules by nets in allowing local stations to cut in on worthy sustaining shows for commercial announcements. Radio presumes too low I.Q. of average listener. Programs are produced generally on too simple basis, commercial repeated too often during same broadcast." — ROBERT M. GRAY, *Memphis Commercial Appeal.*

* * *

"Commercials are getting worse. Many of the programs are slowing up by sticking too close to the script. That is, it is becoming more obvious that the material is being read. A few ad-lib remarks can remedy this easily. Too many 'guest stars'. And the grid announcers with 'up, tail and wing' backs. Especially detailed descriptions of formations and defenses are irritating."—DAVE LEWIS, *Long Beach (Cal.) Sun.*

* * *

"Poorly timed pauses to permit synthetic laughter and continued use of poor satire in the name of comedy. Of course, excess commercial injection and the stereotyped formula of orchestras 'open the program with' announcement—they all do it. Great need for originality." — NEWCOMB F. THOMPSON, *Boston Evening American and Sunday Advertiser.*

* * *

"Too many crime programs on the air. Not suitable for younger generation. Children's programs are nothing more than 'thrill' stories." — KENT OWEN, *Racine (Wis.) Journal-Times.*

* * *

"Entirely too much back-slapping—at $500 a slap. The 'guest stars' who 'happen into' the studio and are prevailed upon to perform—oh, so spontaneously — before the microphone, are particularly annoying. After their performance, the guests are thanked profusely and treated like higher beings although everyone knows they contracted to make the appearance three weeks to a month before, and, in addition, spent the whole afternoon rehearsing the 'surprise' performance." — DAVE DRYDEN, *Spokane Press.*

* * *

"Too many stations devoting too much time to religious racketeers and religious programs. Too many stations improperly regulate their programs, so they have to break in the midst of a good program for some commercial blurb or to switch to a commercial program. Either of these means curtains for that station as far as I'm concerned, as a listener."—KYLE C. MOORE, *Knoxville Journal.*

* * *

"Same old jokes, aged in the wood, same old situations and same old 'arguments' a la Jack Benny, who is making last year's ideas this year's tiresome hour. Hats off to Fibber McGee, and Rudy Vallee who knows the value of variety in his programs, the topnotcher A. 1 showman of radio."—HAL CRAM, *Portland (Me.) Sunday Telegram.*

Radio Business in South On Upturn, Kiggin Finds

(Continued from Page 1)

wearing away. Kiggins was also reported to have looked into the WSMB and WDSU musicians' union tangle here over closed shop, but apparently nothing definite resulted at present.

Junior Reporter Club

Youngsters from six to sixteen, having journalistic inclinations, get an opportunity to test their prowess in a new program over WFIL, Philadelphia. Dubbed the "Junior Reporter Club of the Air," show invites local boys and girls to write up some occurrence they witnessed during week preceding broadcast. Five best stories are selected, and their headline-hunting juvenile authors brought before the mike to relate them. Big shots of the journalistic fraternity will serve as guests from time to time, answering questions about stories they covered, but cash prizes go only to the youngsters. Every story submitted gets membership certificate for the writer.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

INTERNATIONAL NEWS SERVICE
N.A.B. CONVENTION HEADQUARTERS
WILLARD HOTEL

Joseph Hershey McGillvra
ADVERTISING REPRESENTATIVES FOR RADIO STATIONS
NEW YORK 366 Madison Avenue Vanderbilt 3-5055
CHICAGO 919 N. Michigan Avenue Superior 3444
SAN FRANCISCO 519 California Street Exbrook 1697
TORONTO Metropolitan Building Adelaide 4429

BALTIMORE

WCBM has inaugurated a half-hour titled "Baltimore Marches On," Tuesdays at 8 p.m., sponsored by a group of merchants and manufacturers, with cash and merchandise prizes to writers of best letters.

"Answers," new radio game of skill, has started over WBAL.

WJR, Detroit

Leo Fitzpatrick, g.m.; Owen F. Uridge, sales manager, and William F. Alfs, attorney, are the WJR delegates to the NAB meet. Fitzpatrick is a former president.

With "The Editor's Daughter" starting this week, Kroger will have two programs on station. Other is "Linda's First Love."

WSPD, Toledo

Judy Tom is pinch-hitting on "Women in the News" daily news broadcast while Elaine Wolf recuperates from operation.

Connie Desmond has been named head of production department.

Jack Fitzgerald, announcer, placed in charge of the public events and special features department.

Dick Willis of Smith's Tennesseans and Maude Foley were married the other day.

Shirley Mitchell has been given the character lead in "The Living Dead."

WPG, Atlantic City

A "Boardwalk Roundup" on Fridays at 5:15 p.m. gives new entertainers a chance to make their mike debut.

Harry Zoog's Radio Theater has started the new detective series on Thursdays at 11:15 p.m., with casts composed of active policemen.

WJBK, Detroit

Al Nagler, sports announcer, is airing the wrestling matches from the Naval Armory every Thursday night and the basketball games of the U. of Detroit each Saturday.

Angus Pfaff described the Shrine Circus at Coliseum last week, with Wayne McDonnell as remote operator.

KMAC, San Antonio

Howard W. Davis, manager, back from Washington.

Vernon Geyer at electric organ and songs by DeLores Crouch provide a new remote from Alhambra Club.

Three Simpson Sisters now warbling regularly.

KFVS, Cape Girardeau

New studios, housed in two-story brick building next to Hotel Marquette, will be formally dedicated soon. Occupancy already is in effect.

Oscar C. Hirsch, owner-manager, is attending the NAB convention.

Bamby Bakery is sponsoring a series of juvenile spelling bees.

TRY RADIADS
SALES PRODUCING COMMERCIAL ANNOUNCEMENTS FOR EVERY TYPE OF RETAILER.
WRITE FOR SAMPLE
RADIAD SERVICE
612 N. MICHIGAN AVE., CHICAGO, ILL.

☆ Coast-to-Coast ☆

JOHN J. ANTHONY, director of WMCA's "Good Will Hour" heard Sundays at 10-11 p.m., has been scheduled for a series of personal appearances at philanthropic organizations who frequently offer their services to him in assisting unfortunates seeking his advice on the air. Among his New York engagements are Associate League of Beth David Hospital, where he speaks Feb. 24; annual meeting of Long Island Philanthropic League, March 22, and forum of the Ocean Parkway Jewish Center in Brooklyn, March 8 and April 15.

Jean Ellington did not appear on her regular broadcast with Norman Cloutier and his orchestra over NBC-Blue yesterday at 4:30 p.m. due to taking part in the "Magic Key of RCA" program at 2 p.m. over same network.

Landt Trio and Curly Mahr will appear on the "Pipe Smoking Time" over CBS tonight and next Monday at 8:30 p.m. in place of Pick and Pat, who are taking a two-week vacation.

Mark Hawley, prolific young radio commentator who acts as narrator on WOR - Mutual's new "Famous Fortunes" series heard Tuesdays at 7:45-8 p.m., is a busy gentleman. Currently he appears in New York on 14 different sponsored programs. Neill O'Malley, Raye Wright, Jean Colbert, Thomas Patrick Dillon, Tom Tully head the cast of this week's "Famous Fortunes" episode, which will depict the life story of John Jacob Astor. Bob Stanley's orchestra supplies the musical background.

Radio listeners of WROK, Rockford, Ill., heard the whoopee of New Year's Eve, parts of the President's address, portions of Gov. Henry Horner's New Year's message, some of the broadcast of events of the Rockford flood, and other highlights of January, all over again, during the new program, "The Month in Review," which the station aired early in February. Transcriptions of news and program highlights of the month make the new program possible.

Martin Starr's "Theater Forum," presenting opinions by producers and critics along Broadway, returns to the air over WMCA on Wednesday at 12:05 after midnight and weekly thereafter.

Charles Crutchfield, WBT program director, has been asked to serve as commentator for a travelog movie short. Paramount Pictures is to make film recordings of scenic spots over North Carolina to be used in advertising the Old North State. The travelog is being sponsored by the Governor's Hospitality Committee.

Lawson Zerbe, who appears in many of the leading dramatic air shows, has completed his first radio drama "When I Grow Up." The production features a group of poems by Roy L. Deets of Dayton, O., including "Nocturne," "Ashtoreth" and "Al Sirat."

Estelle M. Sternberger's WMCA program, "The Woman Editor of the Air," has changed to a new schedule, Tuesdays and Thursdays at 12:30 noon.

Rose Marie will be heard over NBC-Blue tonight at 7:30-7:45.

KTSM, El Paso

Frank Moser is newly appointed musical director of the station. A merchandising and publicity department has been created, with Conrey Bryson as its head.

Two of KTSM's staff, Morrison Qualtrough, announcer, and Eddie Duty, Technician, middle-aisled it last month with sisters, Joyce and Diana Tompkins.

Several local merchants sponsored a Dollar-Day.

Transco's "Guess What" and "That Was the Year" series are being sponsored by Whitehouse Gas & Electric and Rogers Hoyt Furniture, respectively.

WPTF, Raleigh, N. C.

Marian Wallace, sister of Wesley Wallace, production manager, is back from extensive study in New York and is now featured with the studio orchestra.

Graham Poyner and Kingham Scott get together for a quarter-hour of banter and melody each Tuesday and Thursday.

WHK-WCLE, Cleveland

Harry Stair has rejoined the sales staff of WHK-WCLE after an absence of 15 months. During that period he has been affiliated with several advertising agencies in greater Cleveland.

Because of the large number of Mutual network feeds originating in the studios of WHK-WCLE, the stations have arranged a rehearsal schedule for artists and studios which is adhered to as regularly as the regular program schedule. The stations now have 35 staff artists who are presented in local studio productions.

BINGHAMTON—NEW YORK
WNBF
Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

SAN FRANCISCO

New KYA-CRS Sunday feature stars Reiland Quinn, program manager, as traveling raconteur in "Man of the World."

New secretary of the Northern California Broadcasting System is L. B. West of Honolulu Broadcasting Ass'n, succeeding Bob Roberts, recently resigned as manager of KYA.

KGGC, KLS, S. F. Chronicle and the President Theater featuring a question and answer program Sunday afternoons for a half an hour.

Fox Case of CBS trained to Hollywood after conference here with radio men and officials of the 1939 World's Fair.

Sid Hoff, Oakland band leader, signed over to a long run at El Patio, succeeding Everett Hoagland. He opens Feb. 24, with KPO and KGO dividing wires.

Ricardo and his violin being tutored by Pierre Monteux.

Ruth Forber, 15-year-old songstress who won the Benny Walker finals, planed for New York last week for a week's stay at the Waldorf and a Radio City audition.

KVOR, Colorado Springs

Duane Osborn, recently appointed staff pianist, is playing two daily programs and also has charge of the musical unit on "Way Back When" Sunday show.

H. C. (Cozy) Strang has been named chief engineer.

Carl Drumeller employed as operator after several months of substitute work.

Zelle Wade, assistant in the program department, back after a month's illness.

Hugh B. Terry, manager, returned from a vacation in Hot Springs, Ark.

John Blatt of the promotion department of the Oklahoma Publishing Co. is spending several days here inspecting KVOR and its trade territory.

KQW, San Jose, Cal.

Fred Ruegg, formerly of KGIR, Butte, has replaced Bill Gordon.

New sales staff members are Lee Mikesell, replacing Ben B. Sanders, and Brant Bernhard, replacing Ed Barker. Latter joined NBC in San Francisco.

C. V. Davey, chief engineer, and Eddie Calder, announcer, married Peggy Matteson and Audrey Mycroft, respectively, some time ago, but kept it quiet until now.

CLAUDE
AUSTIN
VOCAL COACH and ARRANGER
☆
"COACH of STARS"
Present and Future
799—7th Ave. New York, N. Y.
Telephone Circle 7-4541

This is the Book that will soon be on the desks of RADIO EXECUTIVES EVERYWHERE and stay there EVERY DAY THROUGHOUT 1938



COVERING RADIO COMPLETELY

a full year in the making — 1000 pages — Stations — Networks — Sponsors — Programs — Statistics — Television — Technical — Educational — Literary — Cultural — Foreign — Agents — Talent — Representatives — 1001 other things

NOW GOING TO PRESS-READY IN A FEW DAYS

. . distributed complimentary to Radio Daily Subscribers as part of Radio Daily Service.

EYES THAT DO NOT SEE



EARS THAT DO NOT HEAR

Some children grow up to be color-blind—some, culture-blind. But those who have learned to enjoy a Beethoven symphony, to appreciate Rembrandt, to find pleasure in Plutarch, have staunchly armored themselves against the buffetings of life. An extra relish for every second of living has become theirs—an enduring inner satisfaction that can never be snatched away.

So that its huge public may continue to enrich their spiritual resources ★ ★ ★ **MUTUAL DEDICATES 22% OF ITS TIME TO CULTURAL PROGRAMS** ★ ★ ★ Thus Mutual enhances listener loyalty. Thus Mutual rounds out the brilliant entertainment offered by the seventy leading advertisers who, within the past twelve months, have chosen The Flexible Network.

THE MUTUAL BROADCASTING SYSTEM

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 32 NEW YORK, N. Y., TUESDAY, FEBRUARY 15, 1938 FIVE CENTS

NAB Plan Is Adopted

Looking On
.... AND LISTENING IN

NAB There is not nearly as much wrong with the NAB, or with the broadcasting business, as the final report of James W. Baldwin, ex-NAB managing director, might lead some unknowing persons to believe.

Like any young and growing industry, radio is bound to have its cases of mumps and measles.

But there is nothing to justify a sweeping indictment of the business by one who not only has been closely associated with it but who more than anyone else should realize that such statements play right into the hands of professional hecklers and legislators who shout "Probe!" at anything that promises them a headline.

The sensible element of the NAB will do well not to let the Baldwin report becloud its vision.

With so many hairbrained legislative bills stalking radio, this is no time for a split in the ranks of broadcasters.

A united front not only is a recommendation but it discourages attackers.

A house divided will invite aggravations and prove costly to everybody.

The NAB hasn't even begun to realize its potentialities for service.

Perhaps the association's setup has been radically wrong.

Certainly such unnecessary undertakings as the NAB music library, the inaccurate 444-page Sesac report and the stuffed NAB weekly printed bulletin—each constituting a heavy drain on the treasury—are poor examples of the useful service, judgment and efficiency that members have a right to expect from their trade association.

In any event, the reorganization provides a fine opportunity for the chosen executive personnel to show what the NAB really can do for its members.

It should be given this chance.

—D. C. G.

Appropriate

Kansas City—When line trouble caused a brief interruption in a network program at WDAF last week, Announcer Webb Witmer chimed in and explained to listeners that technical difficulties made necessary an interlude of recorded music. Then he reached for a record from a nearby stack and announced the title: "This Never Happened Before."

RADIO PAID TO ASCAP $3,878,751 LAST YEAR

Fees paid by radio to Ascap in 1937 totaled $3,878,751. Other collections by the society included: motion picture theaters, $1,099,512; restaurants, $492,119; hotels, $209,649; dance halls, $127,806; miscellaneous, $119,100.

Kellogg on 40 Stations; Other Additions Planned

Chicago—Starting this week, over 25 stations, mainly in the southwest and on the coast, plus 15 outlets in Canada, will be carrying Kellogg's "Howie Wing" aviation serial, by Bill Moore. Other markets are to be opened in the next few weeks. WBS is waxing. N. W. Ayer & Son is the agency.

New Pittsfield Station Makes Debut on Feb. 20

Pittsfield, Mass.—WBRK, owned and operated by Harold Thomas, who also has WATR, Waterbury, Conn., opens with a dedicatory program Feb. 20. S. R. Elman, WATR manager, is in charge of station for the present. Bruff W. Olin, formerly of WFBL and WIBX, will be in charge of commercial features.

CIO on WADC, Akron

Akron—Akron Industrial Union (CIO) has contracted for 52 weeks of "The Voice of Labor" on WADC. Programs will air Fridays at 7:15 p.m.

Reorganization Voted by Convention Unanimously—Sentiment Strongly in Favor of New Setup

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Washington—NAB's reorganization plan was unanimously adopted at the opening session of the association's 16th annual convention in the Hotel Willard. Session was unexpectedly unmarked by any recriminations from the floor and the entire program designed to departmentalize the NAB, in accordance with the resolutions adopted at the special convention held last October in New York, was carried out in full with the exception of a few minor changes in some of the articles and selections.

Following the afternoon session, a "recess" was taken until this morning. Technically, no adjournment was taken and this move precluded the NAB from virtually adjourning itself out of existence. By taking a recess the NAB is still an organization, until such time as new directors and a paid president are chosen.

During the late evening hours, a caucus was held to elect directors from the 17th districts as provided for in the reorganization plan. Today these directors will select 12 candidates for directorship at large. There will be six directors elected out of the 12 candidates, making 23 directors in all who will govern the new NAB along with the paid president. Of these six directors at large, two will represent large stations, two the medium outlets and two the small outlets.

Sentiment Strong for Plan

General sentiment appears to be strongly in favor of the complete reorganization plan, which is designed to give all groups better representa-

(Continued on Page 10)

AFM TO EXCEED GOAL IN IRNA AGREEMENT

Washington — Preparatory to disbanding itself within the coming week or ten days, the IRNA Special Advisory Committee convened yesterday and talked over the final details of its concluding services to the independently owned network affiliated stations. Official exchange of contracts between the stations and

(Continued on Page 5)

Sales Director Group Holds Annual Meeting

Washington—The Broadcast Sales Directors of NAB held their second annual convention at the Willard Hotel on Sunday, with 94 station sales executives in attendance. Meeting was called to order by Chairman Lewis H. Avery of WGR-WKBW,

(Continued on Page 5)

Broadcasters Discuss Facsimile Organization

Washington — Broadcasters interested in facsimile transmission held a conference Sunday afternoon at the Mayflower Hotel, the group being called together by Walter J. Damm

(Continued on Page 5)

Warning Against Monopoly Issued by Senator Wheeler

Washington Bureau, RADIO DAILY
By GEORGE W. MEHRTENS

Washington — A warning against permitting monopolies in radio was sounded by Senator Burton K. Wheeler in his address at the opening session of the NAB convention yesterday.

"For obvious reasons," he told the broadcasters, "neither you nor I want to see government ownership in American radio; but we cannot ignore

(Continued on Page 11)

112,212 Scripts in Month Sent to "Melody Puzzles"

Lucky Strike's "Melody Puzzles" on NBC-Blue has had 112,212 scripts submitted by listeners in the month it has been on the network. First day of the fifth week saw 15,000 scripts delivered to the sponsor. Persons submitting scripts, in which the title to a popular song is hidden, are paid $25 for each script used on

(Continued on Page 5)

Coincidence

The first—or at least one of the first—broadcasting stations to buy facsimile equipment from the Finch Telecommunications Laboratories, Inc. was WGH, Newport News, Va.

And it just so happens that the station's call letters are the same as the first three initials of the inventor, who is W. G. H. Finch.

RADIO DAILY

Vol. 3, No. 32 Tues., Feb. 15, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Feb. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	136½	134½	136½	+ 2⅝
CBS A	19½	19½	19½	+ ⅛
Crosley Radio	9¾	9¾	9¾	+ ¼
Gen. Electric	40½	39¾	40	+ ⅛
RCA Common	6¾	6⅝	6¾	+ ⅛
RCA First Pfd.	49⅜	48½	48½	— 1
Stewart Warner	9	8⅞	8⅞	— ⅛
Westinghouse	96¾	95½	96	+ 1
Zenith Radio	13½	13½	13½	+ ¼

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

Talent for Nehi Show

Nehi show, which starts on 58 NBC-Blue network stations March 11 at 9-9:30 p.m. with repeat at 12:30 a.m., will consist of Graham McNamee, Teddy Bergman as "Uncle Happy," the "Golden Gate Quartet" from Atlanta, Tim and Irene and George Olsen's orchestra. Bud Pearson and Lee White will do the script with Lester O'Keefe of NBC handling the production. James A. Greene Co., Atlanta, is the agency.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT

Greetings from Radio Daily

February 15

Edgar Bergen John Seagle
Hugh Wedlock Jr. Larry Wellington

WROK ROCKFORD, ILL. 1410 KC.

IS THE RADIO VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

Wireless Network Used In 3-Station Commercial

Cincinnati—A "wireless" network is employed to broadcast the new program of the Coon Creek Girls Band over WCKY here; WHIO, Dayton, and WBNS, Columbus. Broadcast originates in the WCKY studios. Instead of using telephone lines, the program is picked up off the air by the Dayton station, which rebroadcasts it. In turn, the Columbus station picks up the WHIO broadcast and again rebroadcasts it. Engineers report good results from the unusual arrangement.

Commercial is sponsored by Appliances Inc., distributors, and local dealers in Fairbanks-Morse Refrigerators.

Fultograph Facsimile Elects Cartier to Board

J. N. Cartier, prominent advertising executive and financier of Montreal, has been elected to the board of directors of Fultograph Facsimile. Cartier will take a leading part in development of Fultograph in Canada.

Drug Store Chain on KCMO

Kansas City—KCMO is readying an hour long amateur show for Crown Drug Stores which operates a chain of 50 stores in Missouri, Kansas and Oklahoma. Set for 13 weeks beginning Feb. 27, the Sunday afternoon broadcasts will come from the Little Theater of the Municipal Auditorium where a community sing and a program by KCMO Symphonic Choir under direction of Larry Sherwood will precede the amateurs. Lee Roberts will announce show, with Tom Kelly conducting amateur contest.

Lord's Prayer Sign-Off

Joplin, Mo.—WMBH has inaugurated a policy of signing off each night with the announcer reading the Lord's Prayer, following a 15-minute transcribed Slumber Hour of soft, restful music. Comment from listeners has been very enthusiastic and favorable.

Hollace Shaw for Music Hall

Hollace Shaw, CBS vocalist, will appear in person at the Radio City Music Hall starting Thursday. Deal set by Columbia Artists Bureau.

WANTED:
SALESMAN—EXECUTIVE
5,000 WATT STATION
RICH MID-WEST TERRITORY
BOX A-130
RADIO DAILY, 1501 B'way, N. Y. C.

Pacific Coast Storm Hits Radio Stations

San Francisco—Several coast stations were put off the air last week by one of the worst Pacific storms in years. The new 400-ft. KSFO vertical tower was among those that withstood the hurricane. Despite power failure, which kept some stations off the air as much as six hours, KSFO was able to continue operation by using its emergency power plant. The emergency system was used for nearly three hours, according to Chief Engineer R. V. Howard.

In Sacramento the 350-ft. KFBK tower was blown down and both this station and KROY were forced off the air for almost 24 hours. KFBK engineers rigged up emergency tower, but could not resume operation until resumption of power service.

Anti-Testimonial Move

Sacramento — International Honor Bright Society, whose aim is to prevent stars from selling endorsements of cigarets and other products, has applied for charter here. Headquarters of the unit are in Oakland, with Harold D. Summers listed as chairman.

New KFOX Announcer

Long Beach, Cal.—Norman Masterson, young actor-announcer, has been added to the KFOX staff. He also will assist owner Hal Nichols in special production preparation.

COMING and GOING

WILLIAM S. PALEY, CBS president, has arrived on the coast and is expected to remain there until the new Hollywood studios are opened on April 2.

THOMAS MARTIN, v.p. of Rockwell-O'Keefe, returns from Hollywood with stopovers in the southwest.

FRANK KELTON of the Harty-Kelton Agency, Los Angeles, flew to New York to see his mother.

WILLIAM A. SCHUDT JR., g.m. of WBT, Charlotte, will spend 10 days between Washington and New York before returning to his station.

PAUL KAPP, new radio director of Consolidated Radio Artists Inc., is in New York from Chicago and has assumed his duties at the CRA home office.

BOB MORRIS, baritone, after 14 months with Bob Millar and his orchestra, leaves this week for the coast on a combined business and pleasure trip.

RAYMOND GRAM SWING, commentator, made a week-end Chicago trip to appear on University of Chicago's Round Table anniversary.

DONALD W. THORNBURGH, CBS vice-president in charge of west coast operations, is expected to spend a few weeks in the east after attending the NAB convention.

RUSSELL D. McCORD, president of McCord Advertising Agency, Minneapolis, arrived in New York yesterday on the S.S. Pennsylvania from the west coast.

CLAIRE GLAZER, secretary to Frank Rohrenback, WHN general manager, left for South Carolina yesterday for two-week vacation.

JOHN PARKERSON of Fultograph Facsimile left New York last night for the NAB conclave in Washington.

E. C. MILLS is back in New York from the south.

ALEX KEESE, regional sales manager of WFAA, Dallas, now attending the NAB convention in Washington, will then visit Atlanta and Chattanooga. Keese will be back in Dallas about Feb. 24.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made.. ..where retailer meets customer .... that's why a retailer is judge and jury of advertising results .. .. retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

CONCENTRATION

THE most successful organizations in the field of radio representation are those who do not scatter their energies nor divide their time among many activities. Instead, they use their every resource to do one job superlatively well—the job of selling spot time. This has been Raymer policy from the beginning; and the experience of the passing years has confirmed our belief in it.

KERN, *Bakersfield* · **WBRC**, *Birmingham* · **WDOD**, *Chattanooga*
WJJD, *Chicago* · **WXYZ**, *Detroit* · **KMJ**, *Fresno*
WOOD-WASH, *Grand Rapids* · **WMBR**, *Jacksonville*
WLAC, *Nashville* · **WDBO**, *Orlando* · **WPRO**, *Providence*
KOH, *Reno* · **WRVA**, *Richmond* · **WHEC**, *Rochester*
KFBK, *Sacramento* · **WTOC**, *Savannah* · **KSOO**, *Sioux Falls*
WSBT, *South Bend* · **KWK**, *St. Louis* · **KWG**, *Stockton*
WSYR, *Syracuse* · **WDEL**, *Wilmington* · **WORK**, *York*
WNBX, *Springfield* · **Michigan Network** · **WJTN**, *Jamestown*

PAUL H. RAYMER COMPANY

Radio Station Representatives

NEW YORK DETROIT CHICAGO SAN FRANCISCO

AGENCIES

F. WALLIS ARMSTRONG CO., Philadelphia, effective March 1, will be taken over by the Ward Wheelock Co. as successor. There will be no change in personnel or accounts. Ward Wheelock home office will continue in the F. Wallis Armstrong Bldg., 16th and Locust Sts., until April 1, after which the company will occupy the 24th floor of the Lincoln - Liberty Bldg., Broad and Chestnut Sts. West coast office of Ward Wheelock Co. will continue in the Equitable Bldg., Hollywood.

BAYARD ADVERTISING SERVICE is handling the account of Miracle Mop Co. Inc., which plans to use radio in its campaign. Murray Waldorf is account executive.

STUART, AMES & JAMES INC. has been appointed advertising counsel to Mount Laurel Estates Inc., developers of Mount Laurel Club and Community, West Milford, N. J. Radio will be among media used.

AUDREY MAYS, former publicity aide de camp to Ed Fortman of J. Walter Thompson, has joined the McQuarrie agency in Hollywood in charge of the radio department.

WILLIAM ESTY, head of the agency bearing his name, and William Murray, radio head of the William Morris agency, are in Hollywood to discuss the set-up on the new Cantor show for Camel.

DWIGHT COOKE, J. Walter Thompson producer on Chase & Sanborn, has resigned and turns over the reins on the top-ranking airer to Cal Kuhl, already handling several production chores for the agency. Cooke will take a short rest before announcing his new affiliation.

MILTON WEINBURG, head of the Milton Weinburg Advertising Co., Los Angeles, is in the east on several radio deals.

BERT COCHRAN, exec for McCann-Erickson in Chicago, has gone to the coast for a winter vacation. Ed McCammon of same office vacationing in Nassau, Bahamas.

WALTER WADE, president of Wade Agency, Chicago, has gone to Miami for a fortnight's vacation.

RALPH W. ANDREWS, v.p. of The Izzard Co., Seattle, has resigned to enter agency field on his own.

FEDERAL ADV. AGENCY, New York, will handle the New Jersey campaign just approved by the State Advertising Council at Trenton.

Call
★
BRINCKERHOFF
for
RECORDINGS
29 W. 57th St. PL. 3-3015



● ● ● **Washington, Feb. 14—CONVENTION CAPERS:—After boarding a plane in Miami and making our first flight which totaled more than 1,100 miles we arrive at the Willard to find a bunch of the boys hanging around the lobby....Elliott Roosevelt, son of the White House tenant, planned on having some of his cronies over the House for tea—but called the invitations off when it was pointed out he might be jilting outsiders.... Lester Gottlieb, MBS' special something or other, checks in wearing a Tyrone Power hat, and the few ladies in the lobby swoon....Donald Flamm, head of WMCA, sits around the lobby with his cohorts, Bill Weisman and Bert Lebhar—all wanting to know what happens next....John Elmer, NAB's present prexy, stops to chat and relates that FCCommissioner McNinch won't address the gathering until the morrow—outside of reading FDR's message to him. McNinch is waiting for Senator Burton K. Wheeler, chairman of the Interstate Commerce committee, to have his say today—and then he'll reply with fireworks....Jap Gude of CBS is playing host to all visitors and there are plenty at the CBS shindig—with Ann Gillis of the CBS Washington office making the boys very happy with re-fills for their glasses....Herb Akerberg is here with his wife, and so is Merle S. Jones of KMOX....Some one remarks that the new airline policy of flying wives free with their husbands is the reason many of the boys are bringing their fraus here.**

● ● ● *Lou Mindling of Music Corp. drops in to say hello—and brings charming Dale Sherman, who is singing in Washington, up to meet the people—which makes Lou the most sought after guy around. ....Earl Gammons of WCCO, St. Paul, is at the party....Toward the dinner hour John Karol and Bill Lodge of CBS walk in to gladhand the fellows....Frank Falkner, chief engineer of WBBM, Chicago, is another onlooker....Harry Butcher of WJSV, Washington, is swamped with requests for phone numbers—but doesn't know any....Peggy Stone, who was with CBS in N. Y. and is now with Hearst station relations, is so happy to say hello to her former coworkers....Al Cormier turns the lobby into a laugh-center with his imitation of Al Schillin, newly appointed sales manager for WINS.... Meff Runyon, treasurer of CBS, arrived late Sunday night....Hugh Brennan of WJAS, Pittsburgh, is around looking things over.... Roy McLennan of WSAL, Salisbury, Md., stops into RADIO DAILY'S sanctum to snatch one of the first copies—afraid he'll miss something.*

● ● ● **Sunday night Fred Weber of MBS called a meeting of the station managers of the affiliates—and we break into the room after the meeting's over to tear the top pages off the pads placed for notations. This is what we found—and still have for your inspection: One is the alphabet, top row starting with "p" to "z"—next row "a" to "o"—then "12345678902!"—underneath that is some sort of flag and an unidentified animal....Another page shows a fellow with a Gay 90's mustache, suit and collar....One looks like a tree and then again it looks like a farm plan....The most pictorial of all—and we'd like to know the name of the artist—is a shaded cameo-effect mirror displaying a lovely lady dressed in the garments of 20's....Later at the hotel's Clubhouse, we again spot Lester Gottlieb—this time without the Tyrone Power hat, playing the slot machine. Not having had our lesson in Miami—we invest a dime and win 70 cents—which encourages Lewis Allen Weiss of Don Lee System to invest plenty in an attempt at the jack-pot—but it's a futile attempt. We re-deposit our winnings plus added coin—and nothing happens for anybody....Jim Cosman of Federal Telephone is walking through the halls and lobby innocently wearing a sign on his back "Follow Jungle Trail to Room 736."**

GUEST-ING

OSWALD GARRISON VILLARD, on "Book of Month Club Concert," tonight (WQXR, 8 p.m.). BERNARD DE VOTO, same program, tomorrow; DOROTHY CANFIELD FISHER, Feb. 17.

JOE E. BROWN, on Elza Schallert program, Feb. 17 (NBC-Blue, 11:15 p.m.).

JOHN BROWNLEE, baritone, on Philadelphia Orchestra program, Feb. 21 (NBC-Blue, 9 p.m.).

HELEN MARSHALL, soprano; ROSS MacLEAN, baritone, and TEREZA GERSON, contralto, on "Metropolitan Opera Auditions", Feb. 20 (NBC-Blue, 5 p.m.).

SONNY DUNHAM, "PEE WEE" HUNT, and ARTIE SHAW on "Saturday Night Swing Club", Feb. 19 (CBS, 7 p.m.).

FREDDIE BARTHOLOMEW, on Eddie Cantor show, Feb. 16 (CBS, 8:30 p.m.).

HOOT GIBSON, on "Lone Ranger" Friday. (MBS, 7:30 p.m.).

MARGARET CULKIN BANNING, on Mary M. McBride program, today; GLADYS BERGER STEWART, same show, tomorrow. (CBS, 12 noon)

VIRGINIA BRUCE, with Tyrone Power in "Lloyds of London", Feb. 20 (NBC-Blue, 9 p.m.).

Y. & R. Options Lanny Ross

West Coast Bureau, RADIO DAILY

Los Angeles — Young & Rubicam has taken a 30-day option on the radio services of Lanny Ross following muting of the Packard show on March 1. Agency has a deal on the fire for a new show with Ross featured.

Dragonette in Tucson Recital

Tucson, Ariz. — After a concert in Honolulu, Jessica Dragonette will arrive here to give her first recital of the year on Feb. 25. She will continue her personal appearance tour throughout America.

Results COUNT MOST
WILLARD HOTEL
NEAL and JOE WEED
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

Sales Director Group Holds Annual Meeting

(Continued from Page 1)

Buffalo, and the morning session was devoted to reports of the district chairmen on the one-day meetings held during January and early this month in eight of the 15 districts. More than 200 sales executives attended these conferences.

In the afternoon, the session was devoted to discussion of the various problems facing the sales directors in their daily work. Among these subjects were how to keep local salesmen working, also their daily, weekly and monthly reports and how to beat the current recession with new ideas. In connection with the latter, it was suggested that national trade associations be contacted and sold on radio such as the American Retail Dry Goods Ass'n, the various state fruit growers' associations and similar groups.

Also discussed at length was the recent advertising agency request for photostatic copies of the station logs, and it was believed that eventually the ethical stations would not be troubled with such a routine and that it was a question of good station operation not to inject more than one announcement in a station break.

It was strongly hinted that the sales directors as an organization would receive suitable recognition from the NAB in its reorganization plans.

112,212 Scripts in Month Sent to "Melody Puzzles"

(Continued from Page 1)

the air. Only four or five are used each week.

Show is running opposite Burns and Allen on NBC-Red, Mondays, 8-8:30 p.m. Talent consists of Harry Salter's orchestra; Fred Uttal, emcee, with vocalists Fredda Gibson and Buddy Clark. Lord & Thomas is the agency.

KALE Surveys New Power

Portland, Ore.—KALE, which recently boosted power to 1,000 watts against 500 formerly, is now making extensive signal surveys to determine exact extent of improvement in reception.

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 12, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
You Took the Words Right Out of My Heart	(Paramount Music Corp.)	39
I Double Dare You	(Shapiro-Bernstein Corp.)	27
Sweet As A Song	(Robbins Music Corp.)	27
Bei Mir Bist Du Schoen	(Harms Inc.)	25
You're A Sweetheart	(Robbins Music Corp.)	24
Thanks for the Memory	(Paramount Music Corp.)	23
Dipsy Doodle	(Lincoln Music Corp.)	22
Whistle While You Work	(Irving Berlin Inc.)	21
Ten Pretty Girls	(Crawford Music Corp.)	20
The One I Love	(Leo Feist Inc.)	20
Did An Angel Kiss You	(Famous Music Corp.)	18
Once In Awhile	(Miller Music Inc.)	18
Rosalie	(Chappell & Co.)	18
I Can Dream, Can't I	(Marlo Music Corp.)	16
Two Dreams Got Together	(Remick Music Corp.)	16
I See Your Face Before Me	(Crawford Music Corp.)	15
More Than Ever	(Miller Music Corp.)	15
Nice Work If You Can Get It	(Chappell & Co.)	15
Sail Along, Silvery Moon	(Select Music Co.)	15
True Confession	(Famous Music Co.)	15

AFM to Exceed Goal In IRNA Agreement

(Continued from Page 1)

locals of the American Federation of Musicians will take place in New York next week, or possibly later this week if President Joseph N. Weber arrives back from Florida.

Of the total number of 283 IRNA members, there are only six actual holdouts against signing and these are expected to come into the fold when certain matters are ironed out.

According to members of the IRNA committee, the AFM is assured of $1,470,000 in additional musician salaries annually, with 30 contracts not included in this figure. Since this sum is but $30,000 short of the $1,500,000 expected by the AFM from the IRNA, it is indicated that actually the AFM will exceed its goal by a considerable margin.

Members of the committee who completed plans for exchange of contracts with the AFM and arranged to disband directly thereafter were: Samuel R. Rosenbaum, E. J. Gough, Mark Ethridge, George W. Norton and Frank Coulson.

Broadcasters Discuss Facsimile Organization

(Continued from Page 1)

of WTMJ, Milwaukee. Damm has been experimenting with facsimile for over four years, and believed it was advisable for those interested to form some sort of an organization for mutual welfare, and exchange of ideas. Further discussion will be held this morning over the breakfast table. Those in attendance at the facsimile conference included J. R. Poppele, chief engineer of WOR; G. W. Johnstone of WOR, Robert Coe of KSD, Carl Meyer of WGN and Charles Chatterton.

"Jimmie Allen" for Canada

Kansas City — Russell C. Comer, president of Comer Advertising Co., has sold rights to "Air Adventures of Jimmie Allen" to the British-American Oil Co., Toronto. Series will be carried by 10 Canadian radio stations starting Feb. 28.

Danish-U. S. Shortwaver

Copenhagen—A 5 kw. short wave transmitter is being built here exclusively for communication with U.S. The government has voted a subsidy for the purpose.

KMMJ

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.



"Guess everybody but me likes this new Western Electric transmitter"

HERE'S YOUR ANSWER TO FACS

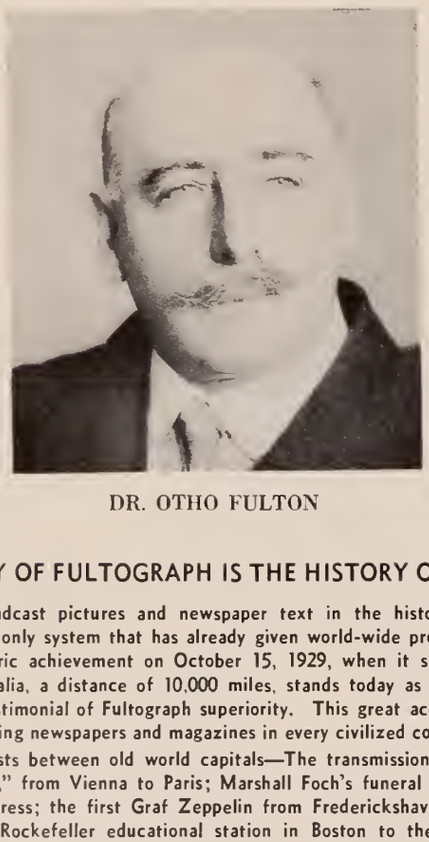
THE Federal Communications Commission has not as yet set the standard for facsimile equipment, nor has it indicated when licenses will be
Questions uppermost at present are: 1. How will the public take to facsimile? 2. What appeal will facsimile make to advertisers? 3. How
The answers are very probably as follows: 1. The public will take to facsimile, if recorders are reasonably priced, and programs sufficiently
ment at a profit until such time as there is a sufficient number of recorders in your area to attract advertising revenue.

Immediate success or failure of facsimile in your area will depend primarily upon yourself. It is certain that if you make a facsimile program
radio and furniture dealers, and others, sell recorders to an interested public? Prices and terms will give you the answer to this question.

Your problem, therefore, resolves itself to this: You either want to go in for facsimile, or you do not. If you do, you don't want to be cor
and how long it is going to take you to do so. Nor can you afford to begin facsimile in your area with a definite overhead, and then sit back and wait
advertisers in giving you sufficient support to make the venture profitable. Facsimile is big enough to finance itself at the outset. It is a developr

DO YOU WANT TO BEGIN FACSIMILE NOW AS A BUSINESS AT A PRO

FATHER OF FACSIMILE BROADCASTING



DR. OTHO FULTON

THE HISTORY OF FULTOGRAPH IS THE HISTORY OF FACSIMILE

First to broadcast pictures and newspaper text in the history of the world, Fultograph is the only system that has already given world-wide proof of its dependability. Its historic achievement on October 15, 1929, when it sent pictures from England to Australia, a distance of 10,000 miles, stands today as the record and is an undisputed testimonial of Fultograph superiority. This great accomplishment was publicized in leading newspapers and magazines in every civilized country of the globe.

Countless tests between old world capitals—The transmission of Franz Lehar's opera, "Frederica," from Vienna to Paris; Marshall Foch's funeral from Paris to the London Daily Express; the first Graf Zeppelin from Frederickshaven to the London Daily Chronicle; Rockefeller educational station in Boston to the Waldorf-Astoria in New York over a period of three months last year, to and from ships at sea, airplanes, fast-moving trains, and recently over 1500 miles of the Canadian Pacific Railway—These have lifted Fultograph far above all other systems of facsimile and give absolute assurance that Fultograph is a system of facsimile that has worked and will work anywhere.

PERFORMANCE SPEAKS FOR ITSELF

Fultograph half-tone pictures, comparable to the finest rotogravure, and printed material of all sizes and styles; line drawings, cartoons, personal handwriting, anything and everything that lends itself to print—all have been reproduced and publicized in leading newspapers and magazines throughout the civilized world hundreds of times in the last ten years.

Fultograph is ready to carry your pictures, newspapers, and messages to the four corners of the globe.

Fultograph is FACSIMILE ACCOMPLISHED, not an experiment. In all the hundreds of tests by long wave, short wave, ultra high frequency, telephone and telegraph wire lines—often relayed from wireless to wires and vice versa—over any and all distances, THERE HAS NEVER BEEN A FULTOGRAPH FAILURE, and that's another world record!

ADVANTAGES OF FULTOGRAPH OVER ANY OTHER SYSTEM

BASIC PATENTS—Fultograph holds a number of master patents, chief among them being that which gives Fultograph the right to the use of the electro-magnetic clutch.

PERFECT SYNCHRONIZATION—over thousands of miles.

SPEED—Pictures and text 8½x11 inches can be broadcast by continuous-band Fultograph models in approximately three minutes.

FULTOGRAPH PAPER—After years of research and experimentation, Fultograph has developed its own white paper, (for several colors), thus solving a problem which has been one of the greatest obstacles to the success of facsimile systems.

EQUIPMENT CAN BE HAD NOW—for experimental purposes.

REFERENCES—INTERNATIONAL BUSINESS MACHINE CORPORATION ADOPTS FULTOGRAPH—After careful and painstaking technical investigation, the International Business Machine Corporation has bought the non-exclusive right to the use of Fultograph for business machines in transmitting facsimiles of bank checks, statements, etc.

Radio Station W1XAL, in Boston, sponsored by the Rockefeller Foundation, has a contract with Fultograph for its use for educational purposes, and Fultograph in turn enjoys the right to use this station day and night.

The fact that Fultograph has been selected by Station W1XAL in preference to other systems of facsimile is in itself undisputed recognition of Fultograph's superiority, all the more so because W1XAL is licensed as a non-profit station.

FULTOGRAPH POINTS THE WAY TO IMMEDIA

We have the locomotives and cars, you have the railroad and the men to run it. We believe that Fultograph's long and historic record of achievement, not even remotely approached by any other facsimile system anywhere, entitles us to your confidence. We are ready and willing to help you, if you will help us to do so. We do not ask you to buy anything; we give you the opportunity to sell—to establish yours as the dominant station in facsimile broadcasting in your area out of profits from sales of Fultograph recorders and Fultograph paper, which, we are convinced, the public will provide in astonishingly increasing volume.

Our proposition, frankly designed to interest a sufficient number of broadcasters to enable us to make Fultograph recorders in mass production at a price the public can and will pay for them, and at the same time give to both you and ourselves a reasonable profit, is as follows:

Territorial rights for the sale and distribution of Fultograph recorders and paper will be granted to stations as follows:

1. You agree to represent Fultograph in your area, without payment to us of any money whatever except in the measure that Fultograph equipment is ordered by you, after approved demonstration;

2. In consideration of territorial sales rights for Fultograph recorders and paper, you agree, during a period of three years, but without any penalty attached thereto except the loss of sales rights in any one year, to sell a minimum of fifty facsimile recorders the first year, and a minimum for the second and third years based on your station wattage, i. e.:

Watt Stations	1st Year	2nd Year	3rd Year
100	50	100	150
200-250	50	200	250
500	50	300	350
1000	50	500	600
Over 1000	50	800	1000

3. You agree to pay Fultograph at the rate of $125 each for the first fifty recorders ordered by you, but Fultograph expects that after the first fifty recorders its price to you will be under $100 per recorder, and less, if possible, after mass production costs have been established.

4. Fultograph guarantees that there will be a reasonable margin of profit to you from the distribution and sale of its specially prepared paper for the use of Fultograph recorders after quantity production

FULTOGRAPH WAS FIRST TO BROADCA
YOU CAN LEAD THE WORLD WITH FU

MILE IN DOLLARS AND SENSE!

granted for commercialized facsimile broadcasting. But when the commission acts, the picture will instantly change, and you will want to be ready. oadcasters to operate facsimile without a heavy initial investment and the consequent risk of a loss?
sting. 2. The appeal to advertisers will depend upon the public interest in facsimile. 3. You must be given an opportunity to sell facsimile equip-

sting, your public will applaud and support you. You know this much from radio. Can you, then, in cooperation with your local department stores,

d to lay out fifteen or even ten thousand dollars before you have had an opportunity to prove to yourself just what success you can make with facsimile, ten or more thousand recording sets have been distributed in homes and offices at a profit to somebody else before you can hope to interest your f radio that is definitely a genuine public service, and one for which the public generally may be expected to be not only glad, but eager to pay.

T. OR DO YOU WANT TO EXPERIMENT WITH FACSMILE AT A LOSS?

TEN YEARS AGO
from
NEW YORK TIMES
June 21, 1928
NEW PICTURE BROADCASTING
Three-Tube Set at London Gets Photographs from Vienna
Wireless to the New York Times.

London, June 20.—The first wireless broadcast of pictures between Vienna and London took place this morning. Photographs and facsimiles of a message of greeting were received at London by means of the "Fultograph," attached to a three-tube radio set.

Each picture in today's test took 3½ minutes to send and was received simultaneously in Paris and Berlin. It is said that from the time the picture is taken only about fifteen minutes is required for reception to be completed.

/ AND IMPROVED MODELS FOR ALL PURPOSES

tograph equipment can now be had suitable for homes and offices, apers, airplanes, ships, trains, etc. Those for homes and offices e different price ranges, from a semi-de luxe radio printing press h automatically prints, cuts and delivers into a tray page by page c es and printed material, to a less expensive unit which works from r of paper which may be torn off when printed, similar to the same r on on a teletype machine.

ROFITS FOR BROADCASTERS

ve been determined in a manner that will enable the general buy this paper at an acceptable and unburdensome price. Y agree to lease one scanner (facsimile transmitter) at $4 a o at $6 a day, while the agreement lasts.

Y agree to pay for rental of scanners monthly in advance ered, and to deposit with a reputable New York bank $1,000 for each scanner as a guarantee of safe return to Fultograph mination of our agreement.

Y will not be bound to sell Fultograph equipment, or to employ adcast over your station to the exclusion of any other system ile.

Y agree, however, that, subject to a satisfactory demonstration aph facsimile either to yourself or an accredited representa- n thirty days from the signing of this understanding, and by a written guarantee of the Fultograph company, that this considered as a firm and binding order from you to the company for a minimum of fifty recorders the first year of ment, for which you will pay $125 each F. O. B. New York.

Y signature attached hereto within ten days from the date pearance of this advertisement in RADIO DAILY is all that cessary to reserve territorial distribution and sales rights for facsimile equipment and paper to your station, it being that territorial distribution and sales rights in a city where nly one radio station will be construed to mean only the hat city and immediate surroundings which do not overlap ar territorial rights of stations in adjacent cities; where more than one station in a city, territorial rights will be them in combination, they to delimit the same between them.

------Cut coupon out and address to----------.
OGRAPH INCORPORATED, 342 Madison Ave., New York City

.....POSITION .....

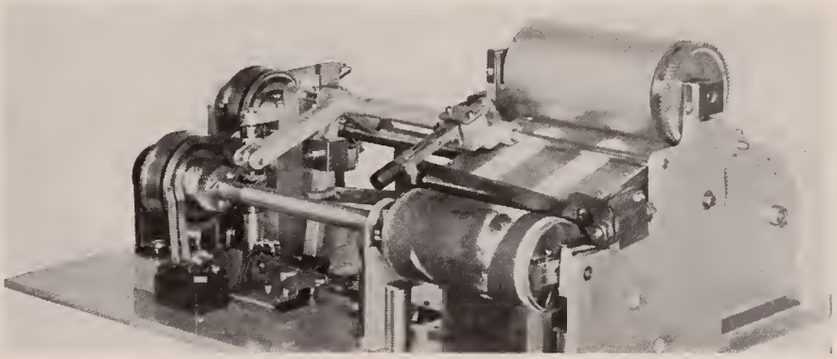
.....CITY AND STATE.....

fer, which costs you nothing unless we perform to your satisfac- ot be renewed after midnight, February 25, 1938.
asters who wish to avail themselves of the Fultograph proposal ashington may do so by addressing themselves directly to Fulto- sentatives at the Convention, or by communicating with them at ver Hotel, Suite 582, today from 6 p.m. to 12 midnight, or tomor- esday) from 9 a.m. to noon. Otherwise, address home office of

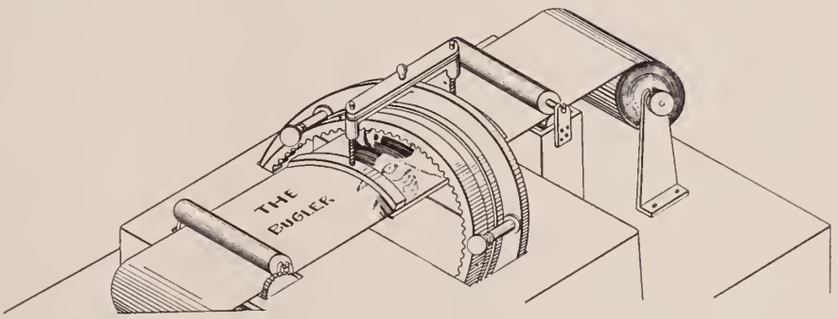
INTRODUCING

1. The First And Only Radio Printing Press

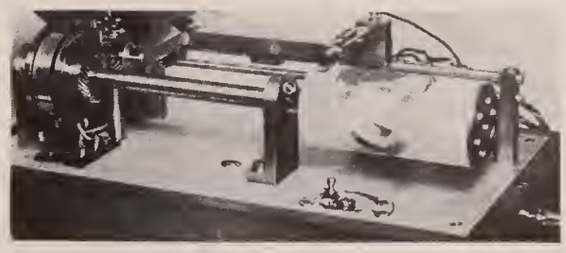
Prints from roll, automatically cuts pages and delivers them into trays.



2. Popular Continuous Band Recorder



3. Building Your Own Fultograph



Component Parts for Building Fultograph Facsimile Recorders by Amateurs in their own homes at very nominal cost will be an innovation that will spread world-wide interest in facsimile. Broadcasters will be quick to see the opportunity that lies before them for ready profits through the sale and distribution of this unique and sensational development of Fultograph Facsimile.

PICTURES IN THE WORLD'S HISTORY
OGRAPH FACSIMILE

KANSAS CITY

Jack Neal, KCMO sales manager, has added Barney Reilly and Warren E. Brown to the station sales staff.

Owen Balch, KCKN commercial manager, spent a week-end in Jefferson City with his father, Owen M. Balch, commercial manager of KWOS.

Gerald Von Stroh has been added to the KMBC sales staff to assist with local sales.

Ellis Atteberry, general manager of KCKN, has added Francie Meisner to continuity staff.

WHB returns their once popular man in the street program, The Voice of Kansas City, to the air Feb. 22, for the Fashion Clothing Co. Harold A. "Bubs" Boyle, who originated the program, will handle the quarter-hour feature, six times weekly.

The KXBY staff has been increased by the addition of Norman Inman to the continuity staff.

M. F. "Chick" Allison, KMBC publicity and promotion chief, is on the sidelines because of flu.

Arthur M. Church, president of Midland Broadcasting Co., and KMBC, and Mrs. Church, will spend a week in Miami following the NAB convention after which they will take a short West Indies cruise, returning to Kansas City late in March.

John Larkin, formerly with KCKN, replaces Harry Becker on the KXBY announcing staff. Becker has resigned to go to Texas.

Don Davis, president of WHB, after attending the NAB convention, will fly to Houston before returning to Kansas City.

WMAS, Springfield, Mass.

Velma Naiseaux has joined the staff as night receptionist to replace Alice Thorenson.

James Spates, chief engineer, is rebuilding the turntables to make them more efficient.

Norah Adamson, the Aunt Patty of the Rivest Children's Hour, has returned to her duties, after an attack of the grippe.

War and Peace on KGER

Long Beach, Cal. — Conforming to radio's tradition of presenting both sides of a question, KGER offered an exciting speech by Capt. John Block last Saturday on National Defense Week, while immediately following was heard the regular weekly program featuring the World Observer, presented in cooperation with World Peaceways of New York.

ORCHESTRAS - MUSIC

HORACE HEIDT, after four months of auditioning talent in his "Can You Pick a Star?" series, will present the first selection on his Brigadiers program over NBC-Blue network tomorrow night at 9. She is Jane Gibson, whistler, from Dallas.

Leo Reisman's orchestra and Felix Knight, NBC tenor, recorded six hits for Victor last week.

The first staff orchestra of the NBC Hollywood studios is being organized and will be heard shortly in a new sustaining series programs, John W. Swallow, program manager for the western division of NBC, announces. Frank Hodek will direct the orchestra. He and Meredith Willson, western division music director, are conducting auditions.

Linda Lee, NBC artist featured on the Ripley program, will be the guest singer at tonight's Ruby Newman's Monday Waltz Evenings in the Rainbow Room of Rockefeller Center.

An erroneous impression is abroad that Don De Vodi is conducting the orchestra of the recently popular Eddie Le Baron at the Rainbow Room. As a matter of fact, Le Baron and his band went to California. Don De Vodi is conducting his own special brand of rhumba music with his own Latin musicians in the Rainbow Room, and doing a very good job.

Ernie Holst's contract at the Book Cadillac Hotel has again been extended, and his orchestra will remain at that Detroit spot for another four weeks.

Joe Reichman's band has added two NBC wires weekly from its current coast hotel.

Nine new recordings by Bunny Berigan and his "Miracle Man of Swing" band will be released soon by Victor. The songs are "Trees," "Black Bottom," "In a Little Spanish Town," "Russian Lullaby," "Can't Help Loving That Man," "Heigh-Ho," "Serenade to the Stars," "Piano-Tuning Man" and "Outside of Paradise."

Originally scheduled for only a four - week engagement, Sammy Kaye and his "Swing and Sway" orchestra are in their fourth month at the Hotel Statler, Cleveland. The engagement will continue indefinitely.

Shep Fields, at the conclusion of a seven-week engagement at the Palmer House in Chicago, takes his Rippling Rhythm on a long theater tour. He's due back in New York in April.

Jan Garber and his orchestra replace Ray Noble on the Burns and Allen show in the near future, it is reliably reported in Hollywood.

Herbie Kay and orchestra will follow Eddie Duchin at the Cocoanut Grove, Los Angeles, with wifey Dorothy Lamour "guesting" four nights weekly, and Edgar Bergen and Charlie McCarthy appearing on Tuesday and Friday nights. Duchin will play a string of one-nighters en route back to New York.

Frank Dailey and ork make their bow at the Meadowbrook, Cedar Grove, N. J., this evening. Ork also will return to its usual CBS schedule this week.

Freddy Martin has had his contract at the Royal Palm Club, Miami, extended to March 1, when the orchestra leaves for Chicago to fill a three-month engagement at the Aragon Ballroom. With Martin at the Royal Palm are Harry Richman, Chaney and Fox, Gloria Grafton, Dolly Arden and the Yacopi acrobatic troupe.

Zinn Arthur's WHN-WLW wire on Sundays has been changed to 6:30 p.m.

Larry Clinton, Claude Hopkins and Jimmy Dorsey will stage a swing-battle in Convention Hall, Philadelphia, tomorrow, which will be broadcast on NBC.

OKLAHOMA

Eddie Gallaher in "Sports Roundup" for KTUL, Tulsa.

Lieland Seay, chief engineer of KADA, Ada, is father of girl named Rita Jane, after mother.

Glen Epperly now half of Double A Duo, six times weekly on KADA, Ada, for Allen Feed Mill.

Bill Honeycutt, KADA engineer, back from vacash.

Doris Henry, continuity writer KADA, recovered from illness.

George Hamacher, WKY, Oklahoma City, continuity chief, latest on the married list.

Ben Bezoff, WKY announcer, is a papa.

Walter Beck, traffic dept. at KOMA, Oklahoma City, is ill.

WLBC, Muncie, Ind.

Robert Lee, announcer, on sick list.

Carl Noble, musical director, busy organizing band.

Francis "Jake" Higgins, sports announcer, making preparations to do a "William Tell Act" in studios with The Old Ranger offering to do the shootin'.

Don Russell, local salesman, handling a few remotes.

Bill Craig, commercial director, attending NAB confab.

Etta Moten in "Aunt Jemima"

Chicago—Etta Moten, contralto of motion pictures and concert stage, signed as regular headliner of "Aunt Jemima's Cabin at the Crossroads" on NBC starting Feb. 28.

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UNDER a deal signed last week between NBC and American Federation of Musicians, the network studio here adds 15 musicians to its permanent payroll, which will be the first staff orchestra to be maintained by NBC proper. KFI-KECA, Red and Blue outlets, respectively, of course had maintained musical crews, but the chain recruited bands as required. The new orchestra will be directed by Frank Hodek, former conductor of the Omaha Symphony and for several years general musical director of Paramount - Publix theaters in that territory. Hodek will function under direction of Meredith Willson, NBC musical chief on the Coast. William Gilcher will be the contractor. One immediate result is the origination of more coast-to-coast sustainers from Hollywood, according to John Swallow, NBC program director.

Pat Patterson is back at his old publicity desk at KEHE, which he left a few months ago to try out a little agency publicizing.

Lew Frost, assistant to Don Gilman, NBC vice president, left for San Francisco to take over the duties of Lloyd Yoder temporarily, while the latter is attending the NAB convention.

Wilbur Evans trained in from his concert tour to resume his chore on Vick's "Open House."

Florence Ryerson, screen playwright and novelist, will do a guest appearance on KMPC's "Meet the Author" Wednesday at 3:45 p.m.

Carlton Kelsey's weekly popular concert on KHJ-Don Lee has been switched to Thursday nights at 8:15-8:45. The KHJ musical director features Carmen Calhoun and Kenny Allen as soloists.

Norman Siegel, radio editor of the Cleveland Press and NEA syndicated columnist, took a bow on Gene Inge's "Take the Air" program on KFWB. Siegel is out to do a series of articles on radio and pictures.

Robert Taylor has joined the technical staff at KMTR. This Robert Taylor, however, was formerly connected with the radio division of the Sheriff's office as chief engineer.

KCKN Triples Response for Bowes

Kansas City, Kan.—KCKN, which put up a fight and finally prevailed upon Chrysler to have KCKN included in the network carrying the Major Edward Bowes program last week, when this city was saluted, reports that telephone response from here was more than three times greater with KCKN carrying the broadcast than a year ago when Major Bowes saluted the city via NBC with only WDAF, Kansas City, Mo., carrying the show. The program now is heard in this area through KMBC, the CBS outlet in K. C., Mo. Ellis Atteberry, g.m. of KCKN, wrote direct to Walter P. Chrysler, with a long list of prominent local business men and citizens adding their signatures to the petition. CBS and KMBC finally agreed to let the show go over KCKN.

MIAMI

Floyd Gibbons, who arrived here last week via yacht with his writer, Jed Kiley, was interviewed by Steve Hanagan on WKAT. Ted Husing was another WKAT guest last week.

Jack Snook, WQAM fishing commentator, looks embarrassed these days, result of being pulled into Biscayne Bay while snoozing when a "king" hit his plug—and he was pulled into Biscayne Bay.

Sam Parker was at the WIOD mike aboard Yacht Helen emceeing the Miami-Nassau sailing race with remote equipment.

Quick action on the part of Leslie Harris, WQAM special events director, gave WQAM a scoop on the arrival of Sonja Henie in Miami. Both local stations had planned to air the arrival, but plane was an hour late, forcing both stations to abandon broadcast because of previous commitments. Harris ordered the late description of her arrival shortwaved to the station and transcribed there for airing later.

Description of the annual Miami Motor Boat and Marine Exhibition was aired over WQAM by Leslie Harris.

KIDO, Boise, Ida.

Roy Civille and John McMahon are drumming up quite a following with their "12 to 1 Club", Saturday midnight hour.

"Home Forum", station's first local broadcast especially for homemakers, is well under way to becoming a standard feature. Conducted by Mary Lou Kimball, program brings one or two prominent Boise women to the fore as guest speakers each Friday morning.

PHILADELPHIA

WIP, which recently signed an agreement with the National Association of Performing Artists and has been licensed to use recordings, has noted a great increase in fan mail on those airings using disks.

A new service program makes its bow over WFIL called the "Quaker Town Meeting." Purpose will be that of a forum for the discussion of events that deal with phases of the city's governmental life.

Gene Moore, WIP tenor, and Gertrude Altrogge, singer, will middle-aisle it soon.

KYW will hereafter feed three additional programs to NBC-Red network. They are "Sing Time in Dance Time," "Melody in Rhythm," featuring Carlotta Dale and Peggy Fox, and "By Candlelight," featuring the orchestra of Jan Savitt and his Tophatters.



MANAGER QUIN RYAN of WGN off for a fortnight's vacation and fishing in Florida.

John Harrington, WBBM newscaster, has gone to Hollywood for a two week's vacation before resuming baseball broadcasting on WJJD.

Russ Young is handling Bob Elson's State Street interviews for Salerno crackers on WGN while he is in New York for conference with Lorillard Co.

Frances O'Brien of Tom Fizdale office off on motor trip to Florida. At WLW she picked up ork leader Phil Davis, who will join his wife Marge Kerr in the south. Marge is also with Fizdale crew.

Ethel Owen victim of temporary paralysis in NBC studios the other evening on "It Can Be Done." She was revived after treatment.

Harlow Wilcox, announcer for "Fibber McGee" show, has been assigned to "Kay Kyser's Musical Klass" on Mutual.

Marjorie Whitney, featured for two seasons with King's Jesters at La Salle Hotel, will return there with her new band, the King's Lads, Feb. 21.

"Buffalo to Brooklyn"

or: how WEBR located Joey Nash

WEBR needed someone who put over popular songs. Maybe there was talent waiting in Buffalo, in Rochester or New York City.

But a singer had to be quickly chosen and located. So the current issue of National Radio Register was consulted: "SINGERS—MEN." And there was the name of Joey Nash. (Sure we remember Joey on his Studebaker program and his World Recordings.) And there was his address and 'phone number.

So Joey got an inquiry:—"ARE YOU AVAILABLE?" Now, Joey didn't know WEBR . . . personally, and WEBR didn't know Joey . . . personally, but it's perfectly good etiquette to get together without a formal introduction, when it's thru NRR.

Mr. Nash advertises in the National Radio Register—cost $10 per year—and WEBR gets the National Radio Register every month—as do 2,999 other users of radio talent.

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NAB UNANIMOUSLY ADOPTS PLAN OF REORGANIZATION

(Continued from Page 1)

tion. The fact that 173 members voted for the reorganization plan and no dissenting votes were recorded is taken as a granted fact that those not in entire accord with the new plan will withhold their judgment until they learn just who the directors are and who is chosen for president by the 23 directors.

If the officers chosen are not satisfactory, then some resignations may be expected. Consensus of opinion, however, as polled by RADIO DAILY, indicates that nearly all of the broadcasters are in favor of the new plan, including the higher annual dues, provided the new organization comes up to expectations. Majority expect to stick to the NAB, however.

Morning Session

Morning session was called to order by President John Elmer, who then introduced Hon. George E. Allen, Commissioner of the District of Columbia, who made a welcome speech. FCC Chairman Frank R. McNinch read a letter from President Roosevelt, but did not make his own talk, which he deferred until today. President Elmer addressed the gathering on the business at hand and asked the broadcasters to think clearly. He then introduced Senator Burton K. Wheeler of Montana, who delivered a lengthy talk, the highlights of which are found elsewhere in this issue.

Harold V. Hough, NAB treasurer, delivered his report for the year, revealing among other things that the NAB had collected $80,000 in dues during the first seven months of 1937 and that some $19,000 still remained in the treasury. The new setup for the dues will provide considerably more money for the NAB treasury. Report of Managing Director James W. Baldwin had already been distributed to the members by mail in order to save time.

Afternoon Session

Opening of the afternoon session was taken up with a vote on whether to keep the meeting closed or open to the press, et al. At the morning session the press was asked to park some place else. Voting was in favor of admitting the newspapermen and holding down the phony policies of a certain local group getting into the NAB hair. Edwin W. Craig of WSM, head of the reorganization committee, took active charge of the afternoon business session, later giving way to Mark Ethridge of WHAS, and the two conducted the business of presenting the reorganization plan piece by piece and adhering to excellent parliamentary procedure. Changes made in the original text were relatively unimportant for the most part and resulted in about three changes. These included article 13 being amended to read: "After the words two-thirds vote" add "of the membership in attendance." In article 3 Section 5 the last sentence was eliminated and inserted instead was "there shall be one vote for each active membership."

Article 3 section 2 of the reorganization by-laws was changed slightly.

Other business transacted by the NAB board took place before the opening of the convention. It was revealed among other items that the $80,000 the NAB promised for educational purposes is not available, but that a possible one-third of this sum could be mustered.

Directors Already Chosen

That the reorganization plan is already succeeding in its efforts was indicated last night when the seventeen districts held their meetings to elect their boards of directors. The fear that a representative type of board member might not be chosen was dispelled by those already selected up to press time. Among these were:

	District
John Shepard, 3rd	1
Col. Harry C. Wilder	2
John Kennedy	4
Walter Tyson	5
Mark Ethridge	7
Walter J. Damm	9
Ted Taylor	13
Donald W. Thornburgh	16
Edward Craig	6
John J. Gillin	10
E. W. Gammons	11
Herb Hollister	12
C. W. Myers	17
John E. Fetzer	8
Clair McCollough	3

Gene O'Fallon was reported to have been selected for the 14th District.

"Town Meeting" Renewed

America's Town Meeting of the Air, heard Thursdays, 9:30-10:30 p.m. over NBC-Blue network, has been renewed for a three-year period with programs set for a six-month period annually.

Commercials Too Blatant for Sponsors

Washington—"I have observed that the complaint against commercial announcements has diminished in recent months," said Senator Burton K. Wheeler in his talk to the NAB gathering yesterday. "But many advertisements over the air to me appear to be far too blatant for the good of the advertisers themselves."

Wheeler also urged broadcasters to pay more attention to moral aspects of programs, and to avoid double entendre jokes.

NAB Districts

Washington—NAB districts, under the proposed reorganization plan, will be as follows:

District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
District 2: New York.
District 3: Delaware, New Jersey and Pennsylvania.
District 4. District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
District 5: Alabama, Florida, Georgia and Puerto Rico.
District 6: Arkansas, Louisiana, Mississippi and Tennessee.
District 7: Kentucky and Ohio.
District 8: Indiana and Michigan.
District 9: Illinois and Wisconsin.
District 10: Iowa, Missouri and Nebraska.
District 11: Minnesota, North Dakota and South Dakota.
District 12: Kansas and Oklahoma.
District 13: Texas.
District 14: Colorado, Idaho, Utah, Wyoming and Montana.
District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada and Hawaii.
District 16: Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside San Diego and Imperial, and New Mexico.
District 17: Alaska, Oregon and Washington.

Cantor's Itinerary

West Coast Bureau, RADIO DAILY

Los Angeles — Eddie Cantor and troupe, who leave for the East on Feb. 24 and broadcast from New York on March 2 and 9, will then entrain for Cleveland, where the show is scheduled for personal appearances at the Civic Auditorium March 13-15. Philadelphia will play host to the cast for a broadcast on March 16, and for personal appearances in that city, March 16-18. The comedian will make his final broadcast for Texaco from New York on March 23, and six days later will inaugurate his new series for Camel cigarets from the same point.

First from Painesville

Ashtabula, O. — First professional radio broadcast emanating from Painesville, west of here, took place last week when WICA relayed by remote control a program on Painesville's community forum on world affairs. The program was a luncheon session of the forum at which David Friday of Washington, noted economist, spoke on "The International Distribution of Economic Power." The program, sponsored commercially, involved transmission through specially set up lines to forum headquarters.

LETTER FROM PRESIDENT READ BY FRANK McNINCH

Washington—Chairman Frank R. McNinch of the FCC, scheduled to address the NAB convention yesterday, delayed his talk until today and instead conveyed to the meeting a message from President Roosevelt. The letter, addressed to McNinch, read as follows:

"It is a pleasure through you to extend greetings and good wishes to the radio broadcasting industry on the occasion of the Sixteenth Annual Convention of the National Association of Broadcasters to be held in the Capital of the Nation.

"During the past year we have witnessed basic developments and progress in radio which will have a profound effect upon the application of broadcasting in this country as well as on the North American Continent.

"One of the greatest advantages of the system of licensing broadcasting is that it is sufficiently flexible to lend itself readily to adjustment to meet our changing social and economic needs. In a new field of public service such as that of broadcasting we may and should expect rapid progress in both the development of the art and in meeting the public requirements that this national resource shall increasingly contribute toward our social as well as our economic advancement. The broadcasting industry has, indeed, a very great opportunity to serve the public, but along with this opportunity goes an important responsibility to see that this means of communication is made to serve the high purposes of a democracy. I have the high hope that the industry under the guidance of and in cooperation with the Federal Communications Commission will prove itself to be worthy of the great public trust reposed in it.

"I hope the forthcoming deliberations will be fruitful of wise judgments in dealing with the many and diverse problems that enter into the broadcasting industry."

WIL Colored Show Draws

St. Louis—Attendance at the second broadcast of Claude Collins' All Colored Amateur Show showed an increase of more than 300 per cent after the first broadcast over WIL. The first show brought a mere 400 customers to the Regal Theater, from whose stage the pick-up is made but the second performance a week later packed the house (which seats 1,000) with 1,400 spectators. An additional 400 hundred were refused admission due to the fire laws.

Magill Managing Heifetz

Wallace Magill has resigned from the NBC music division to manage Jascha Heifetz, the violinist.

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WARNING ON MONOPOLIES ISSUED BY SEN. WHEELER

(Continued from Page 1)

the signs or the tempo of the times. Only broadcasting's own folly would make the threat real. And that would evolve if we allowed any entities in the industry, or outside of it beckoning for entry, to become too large, too potent; to permit them to reach the point where the influence they exert is so great as to create political animosities and internecine strife that could only result in its destruction.

Three Kinds of Monopolies

"There are several species of monopoly that might get a strangle-hold on radio. All deal with power. One is power in watts—high power protected over unlimited areas; a second is power in numbers of stations concentrated in identical ownership; the third relates to the power and the status of the networks. Each deals with the extent of influence, of coverage, in the hands of a single person or group. And in each case you have another element of 'power' that, which reposes in radio because of its peculiar faculty in moulding public opinion—a unit of force and influence that cannot be achieved by any other medium.

"If radio has any tradition, it is that of service to a particular community and its immediate contiguous areas. Many stations—the best of them—have acquired for themselves a definite status in their communities, a sort of local pride, attained because they have dedicated themselves to these communities and their advancement.

"With high power a station immediately loses its local or statewide status. It has no community to serve. The nation becomes its oyster. It is in direct competition with those smaller local units which theretofore performed an acceptable and commendable local or regional service. High power places in the hands of one licensee, one man or one small group of men, a degree of power, both economic and political, that gives him tremendous advantage over his competitors and places in his hands a potentially dangerous means of moulding public opinion.

Opposes Clear Channels

"As I construe it, this is contrary to those basic concepts of our constitutional and Democratic form of government. Thus, I believe that the clear channel, as such, is undesirable. The initial reason for the clear channel was rural coverage. That premise is no longer valid when we find that practically all of these channels now are assigned to the metropolitan centers of the country rather than rural areas and that the majority of them therefore serve a small geographical area over which they are merely giving a duplication of service.

"The second species of monopoly is the concentration of facilities in identical hands. This can happen locally or nationally; locally when all or practically all of the outlets in a given community are controlled by the same group. It can happen nationally through ownership by the networks, or by other groups, of important stations in key communities.

"The third form of monopoly may sprout from another type of power—and I refer to the power of the networks over the independently owned stations affiliated with them. This power has come to the networks in two ways—first, from the fact that a considerable portion of the affiliated station's revenue is derived from, and is under the control of the network. And second, that the stations in smaller communities are largely dependent upon the programs which the networks furnish them.

Favors One-Year License

"Many of you have discussed with me the lack of stability in the broadcasting industry that has resulted from short-term licenses, the six-month tenure. You would like to hear me say that I believe you should have your licenses granted for a three year term, the longest permissible under the Communications Act. I am sorry but I do not feel it is yet time for this, even though I am mindful that some of you are doing outstanding work, I do not believe that a three-year license is yet justifiable. Radio broadcasting is still in too unsettled a state. The course has not yet been clearly charted for the future, as I have attempted to indicate to you. I do not say, however, that longer licenses should not be issued—perhaps for a year at the start—as a means of encouraging investment of a sounder nature in broadcasting."

Exhibitors at NAB Meet

Washington—Radio firms with exhibits, etc., at the NAB convention, and their hotel room numbers, include the following:

WILLARD HOTEL

	Room No.
Amperex Electronic Products	425-70
Appleby and Appleby	436
Associated Recorded Program Service	926-74
John Blair & Co.	437-38
Cinaudagraph Corp.	936
Columbia Broadcasting System	328-30-31
Electrical Research Products Inc.	944-45
Fairchild Aerial Camera Corp.	934-35
Finch Telecommunication Labs.	923-24
Free & Peters	372-73
Paul F. Godley	570
Graybar Electric Co.	429-30-31
George P. Hollingbery	771
International News Service	627-28-29
International Radio Sales	505-6-7
Johns-Manville Co.	917
Langlois & Wentworth	930-31
Ray Linton	426
Joseph Hershey McGillvra	841
Mutual Broadcasting System	638-39
NAB	772-73
National Broadcasting Co.	828
NBC Thesaurus	832-33
Presto Recording Corp.	940-41
RCA	971-72
Radio Daily	204-5-6
Radioscriptions Inc.	939
Radio Transcriptions	545
Paul H. Raymer Co.	730
SESAC	734-35-36
Standard Radio	326-27
Trans Air Inc.	645
United Press	925-70
Weed & Co.	434-35
Howard H. Wilson Co.	706

WASHINGTON HOTEL

Associated Broadcasting Co. Ltd.
Blaw-Knox Co.
E. Katz Special Adv. Agency
Transamerican Broadcasting & Television

McIntyre Compliments Radio

O. O. McIntyre, one of America's premier columnists, who died early yesterday, paid tribute to WOR's "Let's Visit" program in his last column published on the day of his death. Of the program, heard over Mutual on Wednesday at 9:30-10 p.m., McIntyre wrote "The best programs, outside of the symphony orchestras and bands, to my notion, are the concise informative ones. Educational yet pleasant to take, I refer to those conducted by Dave Driscoll and Jerry Danzig ('Let's Visit'). These programs are not rehearsed and they show the average man on the street a pretty intelligent fellow."

Foreign Radio Expositions

Berlin—International Radio Exposition will be held July 29-Aug. 7 at the House of Radio.

Paris—Fifth annual Exposition of Radio-Electricity and its accessories, organized under auspices of SPIR, will be held Feb. 18-21 in the Marcellin Berthelot amphitheater with cooperation of American Radio-Electric.

A.A.A.A. TO PUT UP FIGHT ON UNION JURISDICTION

International Board of the Associated Actors and Artistes of America, at its meeting yesterday afternoon, took a strong stand to defend the jurisdiction of the four A's and of any of its branches from the claims of any outside union, it was stated by President Frank Gillmore following the meeting.

Question of the jurisdiction sought by AFA has been referred to a committee, which will report back to the board at its next meeting scheduled for Feb. 21.

Exhibit Machine Gun Mike

Washington — The new directive microphone which can be aimed at the desired sound source to pick up a program for broadcasts which would otherwise be clouded by "interference" from nearby noises is being exhibited at the NAB convention in the Willard Hotel. E. W. Thurston, commercial engineer of the Western Electric, and his staff of broadcast equipment specialists are in attendance.

Assistants are L. F. Bockoven, G. W. Davis, H. F. Scarr, W. E. Jonker and C. E. Snow. Will Whitmore, editor of the W. E. magazine "Pickups," and E. J. Quinby, technical information specialist are also on hand for the occasion.

Form Own News Bureau

Nashville — As a result of being deprived of news from both the Nashville Banner and the Nashville Tennessean, the three local stations, WSM, WSIX and WLAC, have organized their own news gathering agency. The radio news bureau will be handled by Ralph Perry and will specialize in local and state news.

Gillilan to Speak

Washington — Strickland Gillilan, noted humorist, will be guest speaker at the annual banquet of the NAB in the grand ballroom of the Willard Hotel tonight. CBS, NBC and Mutual are jointly providing entertainment features.

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DURING N. A. B. CONVENTION

. . Did you know that at The School of Radio Technique numerous Western Electric recordings are made to check a student's progress during his course?
GEORGE MARSHALL DURANTE. DIR.
R K O. Bldg Radio City, New York

International Broadcast On N. Y. World's Fair

Elaborate plans have been completed by Grover Whalen whereby the entire world, through national and international radio hook-ups, will hear a special broadcast direct from the site of the World's Fair in New York. Broadcast, scheduled for April 30, exactly one year prior to opening date of the Fair, will also be televised, it is stated.

Purpose is to acquaint world with the coming fair, and is the opening of a huge publicity campaign. Radio, which is scheduled to play a large part in the publicity campaign, is also scheduled for a prominent part at the fair. CBS is now negotiating for an exhibit on the grounds, while RCA already has been signed. Commercial exploitation by present sponsors is also on the schedule.

Ray Perkins is turning producer and will wax for sample purposes a dramatic show in which he himself will not appear. Program, entitled "Miracles Do Happen!" is based on an idea created by Fulton Oursler, editor of Liberty Magazine; with dramatizations by Grace Perkins and Barbara Maclaren. Cast calls for average of eight performers per script. Direction will be by Perkins, a former NBC production man, who plans to exhibit to agencies for sale.

Book Show Test on WLBC

Muncie, Ind.—WLBC has been selected for the test campaign to be conducted by the Radio Better Book Review with the initial broadcast to be made on March 6. Purpose of the Radio Better Book Review is to present periodically a concentrated review of the current outstanding books issued by the foremost publishers in an attractive broadcasting program. The reviews will be strictly impartial and non-competitive. The outstanding books will be commented upon by literary commentators on the programs. Publishers, authors and listeners have been invited to cooperate with the broadcasts.

WNEW One-Hour Musical

"The Fun Club", one-hour musical show, makes its debut Feb. 21 at 12 noon over WNEW. Alan Kent will emcee, with talent including John Raye, tenor; Sweet Young Things, vocal trio, and Merle Pitt's orchestra.

☆ Coast-to-Coast ☆

IRENE DAYE, Dallas rhythm singer who has been a professional only six weeks but is stopping the show daily at the Adolphus Hotel Century Room, will be heard on the "Pepper Uppers" program over Dr. Pepper Dixie Network next Sunday.

Joan Banks and Parker Fennelly play the leads in Kroger's new serial, "The Editor's Daughter."

Edwin Lloyd (Ty) Tyson, sports announcer at WWJ, Detroit, begins his 12th year of baseball broadcasting over the Detroit News Station in April.

Three Radio Rogues, novelty trio, having recently completed five movies in six months, went from Hollywood to San Francisco to appear at the Bal Tabarin Cafe. Thursday they will appear on Janet Baird's "Woman's Magazine of the Air" over Pacific Coast NBC-Red network. Jimmy Hollywood, Eddie Bartell and Sid Chappon are the "Rogues."

A tribute to the late O. O. McIntyre, columnist, will be broadcast over WNEW at 7 p.m. today by Richard Brooks, commentator.

Alfred W. McCann Jr., WOR food commentator, passes his 1,250th hour on the air tomorrow.

Muriel Dickson, NBC and Metropolitan Opera star, will be feted at the first of the 1938 Opera Evenings which will be staged in the Georgian Room of the Hotel Piccadilly on Feb. 19 by Jeno Bartal, Viennese maestro. Miss Dickson sings the title role in Gian-Carlo Menotti's opera, "Amelia Goes to the Ball," which will be given next month at the Metropolitan.

Kate Smith's second "Command Appearance" will be on Thursday at 8 p.m. over CBS.

Orson E. White, concert pianist, is being heard in a new program each Sunday over WRJN, Racine, Wis.

WJAG, Norfolk, Neb., was another station that aided in the Leshara bank-robber hunt. Nebraska State Highway Patrolmen keep tuned to WJAG for flashes, and on various occasions has provided the limbs of the law with tips.

Foster May, WOW (Omaha) newscaster, was a member of a posse which hunted down and captured a bank robber at Leshara, Neb. Mobile unit recorded interviews, which were aired that night.

Johnny Olson's "Rhythm Rascals" are now being heard each Monday, Wednesday and Friday noon CST over WSAU, Wausau, Wis., as well as WTMJ, Milwaukee, and WHBY, Green Bay, Wis.

Stockmen Get KSL Service

Salt Lake City — A plea from Western stockmen in the 11 western states was answered by KSL last week with the addition of daily livestock and grain quotations on each 3:15 news period. Service supplied by INS and UP lines. The new service scoops local news sheets by one edition and provides first and latest reports to emanate from Salt Lake City. With Dow Jones averages and complete stock quotations, KSL now boasts complete financial, grain, and stock bulletin service for listeners.

Full WIND "Night Watch" Bought by Axton-Fisher

Chicago—Axton-Fisher Co. (Twenty Grand Cigarets) has bought entire WIND "Night Watch" period from midnight to 4 a.m., six nights, and to 2 a.m. Sundays, with Allen Thomson, emcee, gagging comment on recordings, news, weather, temperature. Program previously on participating sponsorship basis with Ricketts' restaurants taking big hunk. McCann-Erickson is agency.

WADC, Akron

Station expects to begin shortly a series of programs originating in the Hawaiian Room of the Hotel Mayflower, where Chet Rykes and his orchestra are playing.

Bob Wilson will conduct a 12-week school of radio speaking for the adult education division of Akron University at Buchtel Hall.

May Robson Finishes Series

West Coast Bureau, RADIO DAILY

Los Angeles—May Robson has completed the final episode of the transcribed "Lady of Millions" produced by Frank Purkett of Associated Cinema Studios for Velure. The 105th platter was cut last week.

WBIL Renews "Americans"

The WPA series "Lives of Great Americans," heard over WBIL, has been renewed for an additional five weeks. Program has been assigned a new air time and will be heard on Sundays at 8:45-9:15 p.m.

NBC AFFILIATE

WKY

has the power to sell Oklahoma's power to buy

OKLAHOMA CITY

REPRESENTED BY · E. KATZ SPECIAL ADVERTISING AGENCY

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

3 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

National Association of Broadcasters
Hotel Willard
Washington, D. C.

Gentlemen:

During the convention you will discuss many matters of vital importance to the Broadcasting Industry.

One of the most important phases of all broadcasting is recordings. International Production Studios with its expert engineers and thoroughly complete studios and equipment can render you valuable assistance in planning, preparing and balancing your programs.

May we anticipate a personal visit from you in the near future so that we may have the pleasure of playing one of our sample recordings for you?

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 33 NEW YORK, N. Y., WEDNESDAY, FEBRUARY 16, 1938 FIVE CENTS

Stronger NAB is Seen

McNINCH TO ASK PROBE

Washington Bureau, RADIO DAILY

Washington—An FCC probe to determine if there is a trend toward monopoly in broadcasting is being considered by Chairman Frank R. McNinch, he told the NAB gathering yesterday. McNinch said he had in mind suggesting to the Commission that it proceed soon to investigate the existence of monopoly and if there is any undue or anti-social centralization of power and control. This would also mean a probe of broadcasting chains, management contracts, actual practices of net-

(*Continued on Page 6*)

Allis Chalmers Show Set Back to March 12

Chicago — Because of the added Toscanini concert, Allis Chalmers program on NBC has set back its starting date to March 12. Show will air from here for eight midwest blue and 16 Mountain and Pacific Red stations. Joe Dumond (Josh Higgins), Jack Baker, Annette King, studio orchestra and weekly guests will make up talent. Bert Gittins, Milwaukee, is the agency. Show replaces "Land of Memories" on WLS.

Gruen Watch Disk Series Scheduled for 20 Stations

Gruen Watch Co. will shortly start a series of half-hour disks on about 20 stations affiliated with Transamerican Broadcasting & Television Corp. Program will be a musical show using Warner Bros. talent. Frank Smith, ex-WLW, is advertising manager for Gruen. McCann-Erickson Inc. has the account.

Ontario for Benny

Toronto — Jack Benny's Jell-O program has a strong following in Ontario. Independent survey conducted for Northern Broadcasting Co. stations CKGB in Timmins, CJKL in Kirkland Lake and CFCH in North Bay showed that 94, 95 and 97 per cent, respectively, of the persons queried were listening to the Benny show over the local stations.

Squawking Healthy

Said Commissioner T. A. M. Craven in his address before the NAB convention in Washington yesterday:

"The habit of complaining about our public institutions is a typical American characteristic. We all of us criticize policies of government and we have the best government in the world. Criticism of radio from many sources is no novelty and we have the best radio system in the world. Such criticism of government, of radio and of all our public institutions is a wholesome thing. It tends to prevent stagnation."

TWO RADIO MEASURES INTRODUCED AT ALBANY

Albany—Two bills affecting radio were introduced in the state senate yesterday. One, presented by John T. McCall of New York, would make broadcasting stations a public utility, regulated in the same manner as telephone companies, with gross re-

(*Continued on Page 2*)

Katz Is Appointed Rep For KOIL-KFAB-KFOR

E. Katz Special Advertising Agency on March 1 takes over national representation of Central States Broadcasting System's three stations—KOIL, Omaha, and KFAB and KFOR, Lincoln.

Second Day's Session is Mild—Delay Expected in Finding Right Man for Presidential Post

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Washington — Second day of the most important convention in the sixteen years of the NAB history passed with comparatively little excitement beyond the election of the six additional directors to complete the new governing board of 23. Speech by FCC chairman Frank R. McNinch was roundly applauded, but at the same time carried threats of investigation, as well as advice on liquor advertising.

An adjournment was taken which officially put the old setup of the NAB out of the picture as per reorganization vote of Monday.

Remaining business for the board of directors of 23 is to appoint a secretary-treasurer, which is a paid position, and also a paid president. It is possible that the former spot may be set today, but there is every indication that the presidential job may be deferred for a month or even six months. In that event, a temporary man may be assigned to the position. Tentative salary range is a wide one—from $20,000 to $40,000.

Apart from the McNinch speech, the gathering was addressed by Commissioner T. A. M. Craven, whose attitude and ideas are quite different than those of Chairman McNinch. Highlights of both speeches will be found elsewhere in this issue.

The usual resolutions were proposed and passed by the outgoing board of directors, and these included resolutions thanking President Roosevelt for his message as delivered Monday by McNinch, a thank-you to McNinch himself, one

(*Continued on Page 3*)

WMCA BECOMES LINK IN WLW LINE HOOKUP

WMCA and WLW have completed plans whereby WMCA will be added as a New York outlet for the WLW Line in an interchange of programs to become effective immediately. Included in the WMCA-WLW wire will be KQV, Pittsburgh, and WSAI, Cincinnati, which will provide an auxiliary link in the line from New York. Announcement of the deal was made jointly by Donald Flamm, president of WMCA, and John Clark,

(*Continued on Page 3*)

Three-Man Review Board Proposed by Sen. Herring

Washington Bureau, RADIO DAILY

Washington — The radio bill on which Senator Clyde L. Herring of Iowa has been working, and which he plans to introduce as an amendment to the Federal Communications Act, will call for a three-man board of review to pass upon scripts voluntarily submitted by broad-

(*Continued on Page 2*)

Eight Additional Stations Are Taken Into NAB Fold

Washington — Eight new member stations were taken into the NAB fold at the convention. Among the latest additions are WINS, New York Hearst station, and KFJZ, Fort Worth.

Craven Eschews "Reforms"; Upholds Private Operation

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Declaring that he has no desire to be a "reformer," that the best progress in broadcasting must be the result of voluntary action by the industry itself, Commissioner T. A. M. Craven of the FCC told NAB convention delegates at their second day's session yesterday that "it is proper that radio broadcasting in this country be operated by private industry and it is equally proper and necessary that this industry be encouraged to earn reasonable profits when it renders good service to the public."

In an address reflecting knowledge and experience acquired by 25 years

(*Continued on Page 6*)

Stand-Off

Olympia, Wash. — "Women vs. Men in Radio" was put to a test by KGY the other day when all commercial and station announcements were done by women announcers. Even the "man-on-the-street" became a "girl-on-the-avenue". Innovation brought loads of letters from listeners. Some liked it, some didn't. But it was a good stunt.

RADIO DAILY

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Tuesday, Feb. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	136 3/8	135	135 1/8	— 1 3/8
CBS A	19 1/2	19 3/8	19 3/8	— 1/8
Cosley Radio	9 3/4	9 1/2	9 1/2	— 1/4
Gen. Electric	40 3/8	39 3/8	39 3/8	— 5/8
RCA Common	6 7/8	6 5/8	6 5/8	— 1/8
RCA First Ptd.	50	49	49 1/2	+ 1
Stewart Warner	9	9	9	+ 1/8
Westinghouse	97 1/4	93 1/8	94 1/4	— 1 3/4
Zenith Radio	13 1/2	13 1/4	13 1/4	— 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/8	16 1/8	16 1/8	+ 3/4
Majestic	1 1/8	1	1	— 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5 5/8	6 1/2

Andrews Sisters to Disk

The Andrews Sisters, currently heard on Wrigley's "Double Everything" show over CBS, fly to New York from Chicago on Monday to make six sides for Decca.

"Wife-Saver" in New Series

Allen Prescott ("The Wife-Saver") starts a new series this month for Procter & Gamble over WOR-Mutual.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT

Stronger Organization Is Predicted for NAB

(Continued from Page 1)

to Craven, one to the FCC for its attendance and cooperation, one to the local committee on the convention for its efforts, one to the membership urging that they contribute the amounts they subscribed for toward the $83,000 to be donated to the Federal Radio Education Committee over a period of two years and the usual resolve that broadcasters ask for three-year licenses instead of six months. Also, the tenth and final resolution thanked the NAB reorganization committee for its untiring efforts, considered unprecedented in NAB history.

Newly elected setup of board of directors will have a session today and upon their decision will hang all future direction of the NAB. Closing feature yesterday was the annual banquet, the entertainment being headed by Kate Smith, with others present from various branches of the entertainment field.

General feeling among the broadcasters is that the NAB is on the road to a bigger and better status as a factor in the broadcasting industry. Directors who have been elected are optimistic on the eventual outcome from all angles.

KDYL, Salt Lake City

George Provol, salesman, on sick list.

Harriet Page, featured on "Friends O'Mine," having wonderful time in Hawaii.

Allen Gunderson, chief technician, putting the finishing touches on new studio and control room.

George Snell, production manager, judge of "Announcers' Court".

W. E. Wagstaff, commercial mgr., buying new home.

Douglas Gourlay, continuity aide, compiling looseleaf book of copy ideas.

Albert Priddy named assistant news editor.

Elwyn Quinn, announcer, assigned to thrice-weekly "Hello Ladies" local audience show.

In response to requests from agencies and time-buyers, the heavy mail-puller, "Announcers' Court", has been disked.

Rosser Fowlkes Jr. to WAIR

Danville, Va.—Rosser Fowlkes Jr., announcer, who has been on WBTM staff since 1933, is moving to WAIR, Winston-Salem, N. C.

NEW PROGRAMS—IDEAS

Saturday Fashion Matinee

Featuring the melodies of Eugene Jelesnik and His Continentals, currently engaged at Hotel Utah in Salt Lake City, KSL scores a Saturday radio scoop in airing the jointly KSL - Hotel Utah - sponsored fashion reviews. Program will be broadcast each Saturday at 1:30 p.m. Russel Stewart will announce and produce the air feature. Show will have lady commentator and stylist. Luncheon reservation tie-in for hotel and fashions by a leading stylist provide the merchandise idea. Jelesnik has scored highly in his Salt Lake engagement. Period originates as remote control feature from Hotel Utah.

KLZ's Plantation Show

Designed to attract listeners who appreciate typical American folk music, one of the most novel programs undertaken by any Denver station for several seasons received its baptism at KLZ this week.

The show, titled "Sunday Morning at Colonel Blake's", portrays life on a Southern plantation prior to the Civil War period. The musical portions, presented by Denver's leading Negro A Capella choir, are skillfully injected between sermons delivered by a traveling parson.

The cotton field workers, gathered about the Blake veranda, are upbraided for their "sins" by the parson; then, in turn, make amends by singing spirituals and folk music. As "Colonel Blake", KLZ's Brian Elliott keeps the program moving, and does a bang-up script job.

"Thoughts for Today"

New idea in poetry programs is KDYL's "Thoughts for Today," authored and aired by Jack Gregson. With organ background, Gregson introduces each poem with an appropriate thought for morning, afternoon and evening. Poems read are available to listeners upon written application. Feature has proven to be one of most popular on air. Heard Mondays and Thursdays, 8:30-8:45 a.m. MST.

Montana Art Series

Biographies and critical analyses of the work of some seventy native Montana artists will be featured in a new series of programs over KGVO, Missoula, Mont., under direction of C. B. Bartholomew, Director of Fine Arts, Missoula County High School. Show is logged "Montana Art and Artists."

KGY Invites Criticism

KGY, Olympia, Wash., is conducting a $500 prize contest wherein they are asking for letters of constructive criticism about local or network programs, announcers, or any methods of broadcasting procedure engaged in by the station. If the listeners have any usable suggestions to offer on how to improve programs, they, too, are welcome.

W. R. Taft, manager of the station, is well pleased with the hundreds of letters that have already come in. It is giving KGY an excellent opportunity to know just what the listeners think of the station, and at the same time, affords a good mail check that can be used in making up data about the station.

Contest will run for one month.

WMCA Becomes Link In WLW Line Hookup

(Continued from Page 1)

head of Transamerican Broadcasting & Television, representing WLW.

WHN is now under contract for several commercials which are aired over the wire, and indications are that wire between the two stations will not be severed in the immediate future.

Under new arrangement WMCA will pick up "Life of Mary Sothern", sponsored by Hind's Honey and Almond Cream, and "Mad Hatters", sponsored by Lions Brands. Programs to be fed to wire include "Good Will Hour", "Five Star Final" and "Gangplank Interviews."

"Talk About Stars" Celebrates

"Let's Talk About Stars", WAAT program, celebrates its first year Sunday. Commentators on the show, which has built up a big following, are Bob Stokes, Ray Freifelder and Jerry Cotter, with Jack Mitchell as emcee and interviewer. The commentators also conduct a weekly column in the Madison Eagle.

School Band Bill Defeated

Albany — Union backed legislation introduced by Democratic member F. J. McCaffrey of New York and intended to prevent school bands from playing music for commercial engagements met defeat in the education and civil service assembly committees, the sponsor revealed.

INTERNATIONAL NEWS SERVICE

N.A.B. CONVENTION HEADQUARTERS

Mr. Moss
Mr. Stewart

SUITE 627-628-629
WILLARD HOTEL

Mr. Ely
Mr. Van Cronkhite

MICHIGAN

TEST ANY WORTH WHILE PRODUCT

on 8 Stations
in 8 Major Cities
on 1 Complete Network
at One Low Cost

MICHIGAN
WXYZ (KEY STATION) DETROIT
RADIO NETWORK

Chicago

JACKIE HELLER and Ruth Greeley have advanced their wedding date to tomorrow. Harry Kirsh will give the bride away, and Al Sabath will be best man.

Both Vance McCune Sr. and Vance Jr. are now playing in Aunt Jemima's "Cabin at the Crossroads." Forrest Lewis of this show is on vacation.

Vivian della Chiesa did a concert in Mason City, Ia., yesterday.

Chicago Cubs, owned by Phil Wrigley, have bought two programs on WJJD and WIND as curtain raisers for the play-by-play broadcasts from Wrigley Field. On WJJD the Cubs will have Music and Banter by Ben Kanter; on WIND, Tommy Ott at the electric organ. Account handled by Neisser-Meyerhoff.

Brown & Williamson has renewed daily "Sports Edition" on WJJD. Warren Brown, editor, has left for California vacation and then will cover the White Sox and Cubs in training there. Russ Hodges pinch-hitting.

Kellogg will start its broadcasts on WJJD from Yuma, Ariz., April 1, with John Harrington at mike. Harrington now vacationing in California for two weeks at expense of sponsor.

Malcolm Claire, Uncle Mal of the airways, took over the 5:15 spot on WENR yesterday.

Finney Briggs has joined the cast of Pillsbury's "Woman in White."

Arthur Stringer, formerly head of sales promotion of WLW and WSAI, planning to move family back to Chicago this week.

WBBM has launched a daily farm news roundup at 6:45 a.m., using INS and UP bulletins handled by John Gray, formerly of WSUI, Iowa City, under direction of J. Oren Weaver, news editor.

Burridge Butler, president of WLS, has gone to Phoenix, Ariz., to spend rest of winter looking after his interests at KOY.

Dr. John Holland, religious director of WLS, has gone to Phoenix to spend a few weeks.

It's a girl at Virginia Seeds, (Mrs. Jack Redding), formerly press chief for WLS.



UNIVERSAL HAND SET

for transreceivers, 'phones and inter-systems, Hi output quality microphone.

Microphone Division
UNIVERSAL MICROPHONE CO. LTD.
424 WARREN LANE
INGLEWOOD, CALIF., U. S. A.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Washington, Feb. 15: CBS threw an extra-special cocktail party yesterday—and it might just as well have been run at the Polo Grounds—there were that many people on hand....A black cat rushed thru the room with a tag on its tail—"NBC"....Bill Dolph's wife came in with some of the pretty FCC stenos....Later we meet Bill with Art Brown and Tony Wakeman of WOL, watching Bill Weisman and Bert Lebhar BREAK (out of service—but no jack-pots) three slot machines....T. W. Symons Jr. of KXL-KFPY is another onlooker....Carter Barron, district manager of Loew's in Washington, extends an invitation to all NAB members to visit any Loew house in D.C. FREE—your convention badge will admit you....Reggie Martin, formerly of the Central States System, is also there. ....Major G. Powell of WRUF, U. of Florida station, inspects our sun-tan and says we were gypped!....Ron Woodyard of WALR, stops to chat with Herb Akerberg....Jimmy Shouse of WLW glad-hands a couple CBS boys....Ralph Atlass of WIND, Chicago, seems to be having a swell time....Chuck Meyers of KOIL keeps waving to people....Colonel Lambdin Kay of WSB, Atlanta, collects a crowd of N.Y. hillbillies who want to hear him talk....Edgar L. Bill of WMBD, Peoria, seems to be getting a kick out of the proceedings.**

● ● ● *Ralph C. Powell of Presto Recordings is entertaining the boys with recordings of their own voices—taken unawares—while they are talking about various things. Some would really create a panic if aired....R. H. Lasche of Fairchild Aerial Camera is around showing the proctor-portable recorder....Reggie Schuebel, Milton Biow's Girl Friday, is being overwhelmed with luncheon and dinner invitations....The fellow stopping traffic in Washington is A. B. Sambrook, who is station relations manager for World Broadcasting System. Local girls think A. B. is Earle Carroll, the beautifier—though you'll never spot a better "carbon"....Bill (West Point) Hoppes back with Erpi—and happy over it....M. H. Shapiro, associate editor of RADIO DAILY, keeps a flashlight under his pillow.*

● ● ● **George A. Hazlewood, president and g.m. of WJNO, West Palm Beach—who incidentally celebrated a birthday on Sunday—tells about Palm Beach being all in a dither last week. It seems that Ray Cameron, announcer who handles Palm Beach's exclusive clubs for WJNO, laid high society low. The scene: nothing less than The Everglades.... one of the world's most exclusive clubs....from which Emile Petti's orchestra airs nightly. Emile wished to dedicate his program one evening to a leading Palm Beach socialite, so Ray, in his best Palm Beach manner announced: "Emile Petti dedicates his program tonight to that charming personality, Mrs. - - - - - - ". Then—too late to change the first number on Emile's program—Emile swung out and Tommy Low sang out: "The Lady Is A Tramp".**

● ● ● *Bill Roux of Hearst Radio had made reservations for a room before coming late Sunday nite. He stepped into the dark bathroom and a howl emanated from the place. Someone had planted a pig there. A phone call comes in for Ann Gillis of WJSV, stating that a man just arrived at the station who has memorized the name, call letters and cities of all the people registered at the convention—and he'd like to go on the air with them....Ted Church stops in to line up newspapermen for a party at the Carlton Hotel given by Ted Collins and Kate Smith, who will represent CBS talent....Adrian Flanter reports that 22 stations are using his promotion material....Hugh Cowham of CBS looks over the RCA facsimile and Finch's outfit with J. R. Poppele of WOR....We become so air-minded after that flight from Miami to Washington, that we board Eastern's Great Silver Fleet and fly back to N.Y. with WMCA's Bill Weisman and Bert Lebhar.*

Los Angeles

HARRISON HOLLIWAY, KFI-KECA general manager, who also has been doing a bit of commenting on the radio passing parade via his "Listener - Inner" program on KFI, has muted the Tuesday night commentary due to pressure of twin-station business and an impending trip East.

Lazar Samoiloff, internationally-known voice coach, is being presented by KFWB in a series on voice development each Tuesday night. He is teacher of Nelson Eddy, Claire Dux, Olga Dane and others. Constance Piper will assist Samoiloff on the program, and some of his more advanced pupils will appear from time to time.

James Saphier's new local offices are not in the Taft Building, but in the Guaranty Building, a difference of one block.

Harriet Alexander has been signed as a permanent member of the cast of KMTR's Sunday night "British Players."

Jean Rogers has been added to the cast of "Those We Love" by Robert Brewster, producer of the Pond's dramatic program for the J. Walter Thompson agency.

The Los Angeles Central Labor Council is sponsoring a three-times-weekly 15 - minute program over KFWB on which labor problems will be discussed pro and con. Series will run a minimum of 13 weeks, Monday, Wednesday and Friday nights at 8:00-8:15.

The "Marco Juvenile Revue" has been renewed on KNX for another year. Half hour variety show at 7:45 to 8:15 on Saturday nights boasts an all-juvenile cast including Ray Erlenborn, emcee; Leonard Sues, hot trumpet; Frances Fave, Jeanne DeVaughn, Dolly Colleen and Jackie Morrow.

"As the Jewish Market Goes—
So Goes New York"

Listen in over Station
WMCA
To the following programs:

ZION VARIETY SHOW
Mondays at 7:30 P. M.

LET'S SING TOGETHER THE SONGS OF ISRAEL
Wednesdays at 7:30 P. M.

MOLLY PICON in "I Give You My Life"
Fridays at 7:30 P. M.

Judge for yourself
ADVERTISERS BROADCASTING CO.
205 East 42nd Street, New York, N. Y.
MUrray Hill 4-1364

AGENCIES

UNITED ADV. AGENCY and Scheck agency jointly are preparing a campaign to advertise the Port of Newark, N. J.

McCANN-ERICKSON Chicago office will handle Maytag account starting March 31.

EDWIN B. SELF, formerly manager of Milwaukee office of Roche, Williams and Cunnyngham agency, has joined Schlitz Brewing Co. as advertising manager, succeeding Ray Weber.

STANLEY PFLAUM ASSOCIATES, Chicago, have landed the Crown Chemical Co. account.

RUSSELL T. GRAY INC., Chicago, has been named advertising counselor for Faber Laboratories Inc.

YOUNG & RUBICAM will handle radio end of $1,000,000 joint used car drive which automotive industry is sponsoring during National Used Car Week March 5-12.

FREITAG AGENCY has closed its Chicago office. Agency handled Pure Oil account, which firm is absorbing some of personnel.

"Swing Session" as Short

Leith Stevens, Edith Dick, Bobby Hackett, and Chauncey Morehouse, comprising the regular cast of CBS "Saturday Night Swing Session," begin work Friday on a motion-picture short for Warner Bros. at the Brooklyn Vitaphone studios. Job is titled "Swing Session", and deal was arranged by Columbia Artists.

WSNJ News Bureau Active

Bridgeton, N. J.—Local news service started two weeks ago by WSNJ, headed by Fred Wood, has had plenty of activity and has scooped local papers on many important stories. News is picked up from surrounding communities and aired on regular broadcasts along with INS wire service. Listener interest is strong and station is now working on civic angle.

First in local accounts
in Chicago
WGES
(*In the heart of Chicago*)

CROSLEY RADIO CORP.
IS PROUD TO PRESENT
JOSEF CHERNIAVSKY



"The Musical Cameraman"
as
Co-Musical Director
of
WLW
WSAI

ORCHESTRAS-MUSIC

DON BESTOR and ork have been booked by CRA for the Earle Theater, Philadelphia, week of March 25. Other CRA deals include: Carl "Deacon" Moore for Lake Breese pier, Buckeye Lake, O., for a month starting June 11; Lou Breese, Hotel Nicollet, Minneapolis, starting Feb. 21; Reggie Childs, Playland Casino, Rye Beach, N. Y., starting May 15; Joe Haymes, New Penn Club, Pittsburgh, starting March 10, with NBC wire; Lang Thompson, Blackstone Hotel, Fort Worth, starting Feb. 18; Harry Candullo, succeeding Thompson at Commodore Perry Hotel, Toledo.

"Make Your Mom Your Valentine," recently published by Whitney Blake, is getting a good play on the air. The number, heard yesterday on Grace and Scotty's WJZ - NBC program, is a tuneful piece that ought to go well for Mother's Day as well as in the Valentine season.

Victor Arden is preparing a folio of original piano compositions which he has written during the past fifteen years but never thought of publishing before.

Mark Warnow's "Magazine of the Air" orchestra has five pupils of the late Leopold Auer in the violin section—Jack Vayde, Curt Dieterle, Max Pollikoff, Victor Selinsky and Murray Kelner.

GUEST-ING

BOB CROSBY, on "Showcase," Feb. 17 (WINS, 11:30 a.m.).

ERNO VALASEK, violinist, on "Rising Musical Stars", Feb. 20 (NBC-Red, 10 p.m.).

ART GENTRY and CLAIRE SHERMAN, on "Ray Block Varieties", Feb. 17 (CBS, 3 p.m.).

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!
"*Your Writing Reveals*"
A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered.
HAVE YOU SEEN THE SALES BROCHURE?

Thank You, Mr. Roy Durstine!

"One day back in 1931, when radio was a good deal younger, an NBC engineer named ED STRONG, who was working with me on one of our productions, suggested the idea of recording programs off the air for the purposes of checking and study. I'm afraid I wasn't very enthusiastic, because the only available records at that time were pretty useless when it came to proving anything about the show as it came over the air.

TODAY, every program that is taken off the air for Batten, Barton, Durstine & Osborn is recorded by ED STRONG. We have found these recordings invaluable in perfecting details of our production and in giving us a clear morning-after view of each radio performance."

Roy S. Durstine
President—Batten, Barton, Durstine & Osborn

Thanks again, Mr. Durstine, and to you other people who use recordings: phone us at NEwtown 9-3232 for a sample transcription of your show. It will cost you nothing to prove to yourself you can now buy the finest recording available for no more than you may be paying for inferior quality.

EDWIN STRONG, INC., 3448 75th Street, Jackson Heights, N. Y.

CRAVEN NO "REFORMER"; FOR PRIVATE OPERATION

(Continued from Page 1)

of experience in radio, Craven said he considered the American system of broadcasting the best for the country. He urged, however, that broadcasters realize the public trust placed in their hands through the medium of a license and that they cooperate with the government for the best common good.

Speaking of improvements in the industry, Craven declared that "improvements must be evolutionary, and both the government and the various elements of the industry should avoid radical panaceas or other cure-alls. At least all should have sufficient facts to enable farsighted vision as to the economic and social results of any changes which at first may appear to be desirable."

Opposed to Censorship

He expressed opposition to any form of censorship, but suggested that broadcasters have their public relations departments study public reactions and develop a constructive program of improvement, particularly with reference to advertising continuity.

Impartiality in granting facilities to both sides on controversial questions of public interest also was urged by Craven, and he spoke of the new moves, including allocation of channels, to continue the development of radio as an educational medium.

He also suggested establishing new phases of the industry to help take up the slack in employment caused by various technological trends.

Disagrees with Baldwin

Commenting on James W. Baldwin's report in which the recent Havana treaty was denounced, Craven stated: "The least I can say about his report is that I am surprised at the apparent lack of understanding of the treaty, and I feel that the industry should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the U. S. In my opinion it is most unwise to cause the sacrifice of the fine opportunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure . . . It is only fair to state that nothing in the treaty prevents all the 32 disputed clear channels reserved for prior use in the U. S. from having power limitations placed upon them by our government. There is nothing in the treaty which prevents a complete reallocation of the 32 channels among various licensees if, after proper hearing, the FCC so desires; or making all of them Class 1-B clear channels, or all regional or all local channels."

Six NAB Board Members Chosen

Washington—The six members of the NAB board of directors at large who were chosen from 12 candidates proposed by the 17 regular directors representing the NAB membership are: Harold V. Hough, WBAP, and Lambdin Kay, WSB, who won out over J. O. Maland and Earl Glade, respectively, to represent the clear channel stations; Frank M. Russell, WRC, and Elliott Roosevelt, Hearst Radio, to represent the regional or medium size stations, winning out over Kenneth Berkeley and Samuel R. Rosenbaum, respectively; John Elmer, outgoing NAB president, and Edward A. Allen, to represent local or small outlets, winning out over Lester A. Benson and James F. Hopkins, respectively.

Roosevelt's choice came as somewhat of a surprise and marked the first office-holding of the Roosevelt clan in NAB or broadcasting affairs.

The 17 district directors are: (1) John Shepard III, Yankee-Colonial networks; (2) Harry C. Wilder, WSYR, Syracuse; (3) Clair McCullough, WGAL, Lancaster, Pa.; (4) John Kennedy, WPAR, Parkersburg, W. Va.; (5) W. Walter Tison, WFLA, Tampa; (6) Edward W. Craig, WSM, Nashville; (7) Mark Ethridge, WHAS, Louisville; (8) John Fetzer, WKZO, Kalamazoo; (9) Walter J. Damm, WTMJ, Milwaukee; (10) John J. Gillin, WOW, Omaha; (11) Earl H. Gammons, WCCO, Minneapolis; (12) Herb Hollister, KANS, Wichita, Kan.; (13) O. L. Taylor, KGNC, Amarillo, Tex.; (14) Gene O'Fallon, KFEL, Denver; (15) Ralph R. Brunton, KJBS, San Francisco; (16) Donald W. Thornburgh, KNX, Los Angeles; (17) C. W. Myers, KGW, Portland, Ore.

SAN ANTONIO

Carl Cazell, 36, one time pianist and vocalist at WOAI, passed away in Marfa, Tex., recently.

George W. Johnson, KTSA manager, back from a Houston trip.

Evelyn Honeycutt, 17-year old vocalist, now featured with Eddie Fitzpatrick's ork at the Saint Anthony. Spot has a WOAI wire.

Steve Wilhelm doing daily noon news comments over KTSA for local bakery.

Percy Barbat, radio character actor, also working regular with the San Antonio Community Players.

Phil Alexander's "Texas on Parade" goes on KTSA as a weekly feature starting Feb. 19.

LOUISVILLE

Jack Robertson, WGRC sports announcer, recently passed his state bar examination, having completed his law course at the University of Louisville.

Local concert appearance of Rubinoff, and Fray and Braggiotti, piano team, was cancelled.

Both WHAS and WAVE auditioning shows for local beer sponsor.

KSO, Des Moines

Bill Spargrove, veteran Iowa Network announcer, has left to join NBC in New York.

Another weekly show, "Jam and Jive," is being fed to Mutual network on Saturdays at 5:30. It includes Lloyd Hundling's swing band from Hotel Fort Des Moines, with Aileen Grennel as vocalist and Ken Brown announcing.

Two-day proceedings of National Farm Institute, Feb. 18-19, also will be fed to Mutual.

McNINCH TO ASK PROBE OF MONOPOLY TENDENCY

(Continued from Page 1)

works in dealing with affiliated stations and other matters.

"The time is here when we must deal with these problems," declared McNinch. "I do not believe that any industry requiring regulation may safely be entrusted the job of regulating itself.

"The railroads and the power industry paid the price of public condemnation for their own folly in permitting these industries to come under the domination of a few powerful, greedy men. Do not flatter yourself that this could not happen to the radio industry."

McNinch said he believed that both wets and drys would favor elimination of radio advertising aimed at increasing consumption of liquors.

WABY, Albany

"Kitchen of the Air." directed by Mrs. Jennie Parkinson, is a new series sponsored by N. Y. Power & Light.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

LANG-WORTH
Largest Tax-Free Musical Library In The World
On Demonstration Now
Hotel Willard-930-31

Results COUNT MOST
WILLARD HOTEL
NEAL and JOE WEED
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO



Look at these three showmanship chests, all of which are at the disposal of our advertisers:

1. The entertainment experience of LOEW'S THEATRES.
2. The production resources of METRO-GOLDWYN-MAYER.
3. The vast talents of the WHN ARTISTS BUREAU.

WHN 1540 Broadway
covers the nation's richest market effectively and economically. More and more advertisers are finding out that fact to their advantage.

KANSAS CITY

Virginia Jones, pianist on the KCMO staff, on a temporary leave of absence due to illness.

Harry Kaufmann, WDAF program director, confined to his home with a bad cold.

Al Stine, WHB promotion man, has scheduled a free movie and stage show for youngsters, at the Main-street Theater on Saturday as a build-up for the juvenile transcription series, "Magic Island," which goes on the air late in February from WHB for Robin Hood Shoes.

KMBC's popular newscaster, Erle Smith, was among speakers featured by Kansas State College last Friday in connection with annual Farm and Home Week activities.

John Wahlstedt, veteran WHB vocalist, has been laid up for a week with a severe cold. His daily programs are being handled by Oscar Hederstrom.

FCC ACTIVITIES

HEARINGS SCHEDULED

Mar. 8: KMAC, San Antonio. Vol. assignment of license from W. W. McAllister to Walmac Co. 1370 kc., 100 watts, 250 watts LS., unlimited.

National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Mar. 15: WNEW, New York. Mod. of license. 1250 kc., 1 KW., 5 KW. LS., share time.

WGNY, Newburgh, N. Y. CP to increase power, change frequency and hours of operation to 1220 kc., 250 watts, daytime.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Apr. 11: KFQD, Anchorage, Alaska. Transfer control of corp. from J. P. Hannon to R. E. McDonald. 780 kc., 250 watts, specified.

Vancouver Radio Corp., Vancouver, Wash. CP for new station. 880 kc., 250 watts, daytime.

The Great Western Broadcasting Co., Omaha, Neb. CP for new station. 1500 kc., 100 watts, unlimited time.

APPLICATIONS RECEIVED

Columbia Broadcasting System, Inc., New York, N. Y. CP for new low frequency relay station. 1646, 2090. 2190, 2830 kc., 100 watts.

Radio Air Service Corp., Cleveland, Ohio. License to utilize equipment of high frequency station W8XNT as a facsimile station. 31600, 35600, 38600, 41000 kc., 50 watts.

KAND, Corsicanna, Tex. CP to increase power to 250 watts.

WHAS, Louisville. Involuntary transfer of control of corp. from Robert Bingham to Barry Bingham, Executor of the will of Robert Bingham.

NEW BUSINESS

WMCA, New York: Madison Personal Loan Co., Bob Carter, news commentator, through Klinger Advertising Agency; Short-wave Diathermy Laboratories, health talks, through Frank Kiernan & Co.

WOR, New York: Refrigeration & Air Conditioning Institute, "The Camera Speaks", ETs, through James R. Lunke & Associates; Gardner Nursery Co., "Musical Interlude", ETs, through Northwest Radio Advertising Co.

WHN, New York: Chrysler New York Co., station breaks, through Ruthrauff & Ryan.

WIND, Chicago: Sante Fe R. R., spots, through Stack-Goble.

WLBC, Muncie, Ind.—Shatto Hatcheries of Dunkirk, programs; Click Magazine, "Ideas That Click," programs.

WIP, Philadelphia: Carter Medicine Co. (Carter's Little Liver Pills), spots; Modern Living Health Institute, health talks; Ironized Yeast Co., "Good Will Hour"; Sendol Laboratories (Kelpamalt Tablets).

KSL, Salt Lake City: Vocational Industry, ETs, through Albers Agency; Intermountain Knit Co., spots, through W. E. Featherstone; Hammerstein Music Hall, CBS, renewal.

WBZA, Springfield, Mass.—Glass Container Ass'n, through U. S. Advertising Corp.

KCMO, Kansas City: McKesson-Robbins; DeMaria & Janssen (Bubble Up and Cleo Cola), spots.

WDAF, Kansas City: Kroger Grocery, "The Editor's Daughter", ETs.

KCMO, Kansas City: Phillip Morris (Bond Street Tobacco), news.

KFRU, Columbia, Mo.: Smith Chickeries, through Shaeffer-Brennan; American Life & Accident Insurance Co., announcements, through Kelly & Stuhlman; Allis-Chalmers Implement Co., announcements, through Bert S. Gittens; Famous Poultry Farms; announcements, through Buchanan & Thomas; Chicago Engineering Works, through James R. Lunke Associates.

KYW, Philadelphia: RCA, ETs; United Drug, through Street & Finney, Inc.

KFBK, Sacramento: Johnson's Wax, "Fibber McGee", programs.

WFAA, Dallas: Armstrong Cork Co. (rugs), "Heart of Julia Blake", ETs, through BBD & O.

KTSM, El Paso: Kellogg's, "Howie Wing," ETs.

NEW HAVEN

Murray L. Grossman, WBRY business manager, off for two-week vacation in Florida.

Marian Bergeron, former Miss America, now starring with the WELI Players.

"Connecticut Hall of Fame," Ralph Della Selva's weekly WBRY program, has been moved to Saturdays at 6 p.m.

KTUL, Tulsa

Bernice Ash, continuity writer, is on a two-week vacation, visiting stations and friends in New York and Boston.

Rubinoff and Fray and Braggiotti are being brought here for a one-time appearance March 7 at Convention Hall.

NEW ORLEANS

With Managers Harold Wheelahan of WSMB, Joe Uhalt of WDSU and Vince Callahan of WWL all at the NAB convention, three of this city's five radio stations were without their head executives this week.

With the expected return of Norman L. Carter, assistant to E. V. Richards of the Saenger Theaters Corp., from Jackson, Miss., where he has been watching the legislature, negotiations to straighten out the WSMB - musicians' union deadlock may begin. Carter watches the Saenger interest in the station.

Chez Paree, local night club with a WDSU wire, may drop name bands after Carnival, returning to local units.

LUCILLE & LANNY
LINWOOD GREY
"2 voices and a pianny"
Now appearing with Fred Allen
TOWN HALL TONIGHT
Arrangements by Lanny Grey
Management NBC Artists Service



FINCH FACSIMILE *Gears* RADIO *to the Picture Age*



FINCH TELECOMMUNICATIONS LABORATORIES, Inc.
37 WEST 57th STREET, NEW YORK CITY

NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
AN ADVANCED REPRESENTATION SERVICE FOR STATIONS
NEW YORK · CHICAGO · DETROIT · LOS ANGELES

Coast-to-Coast

KGHL, Billings, Mont., added another chapter to its public service record in field of hi-speed news coverage on Saturday when Floyd Aaker, weather flier from Billings, became lost on a flight for the Dept. of Commerce weather bureau at 1:30 a.m. KGHL began a radio searching party at 7 a.m., and at 10:40 Aaker phoned the station that he had landed safely and walked 18 miles in sub-zero weather.

KTSM, El Paso, on its sponsored "Sports Briefs" last Saturday, had four prominent professional tennis stars—Fred Perry, Ellsworth Vines, Berkeley Bell and Walter Senior.

Millie Brunelle, Cooking Forums Director, and Art Bergstrom, of the announcing staff of WSPR, Springfield, Mass., said "I do" Saturday.

A busy man in radio today will be Frank Van Dyk, executive director of Associated Hospital Service of New York. He has three air talks to do tonight — over WOR at 4:55, WEVD at 8:15 and CBS at 10:45.

Friends of the late O. O. McIntyre will participate in a memorial broadcast over WMCA tonight at 9:30-10. Rube Goldberg, Jack Lait, Louis Sobol, John Chapman, Gene Buck and Harry Hershfield will be heard, with Joey Nash as vocalist.

Alan Hale, WISN sportscaster, will remember his last birthday, Feb. 10, because he received a hyacinth plant from one of his admirers. The gift was brought to the studio personally by the donor, a little old lady over 70 years old, who said she had wanted to meet Alan ever since she first heard him describe a baseball game. Hale says he's going to take her to the opening game this year and she's going to have all the popcorn, peanuts and hot dogs she wants as the guest of WISN and himself.

Jack Draughon, owner of WSIX, Nashville, and Steve Cisler, former manager of the station, motored to Washington for the NAB meeting.

PHILADELPHIA

Angelo Palange is having disks made of the winners of his "Amateur Hour" and some will be played for Eddie Cantor when he comes to town.

Vernon Crawford will handle the direction of WFIL's "Your Matinee."

Arthur Seymour will direct group of Choral Singers to be heard weekly over WIP.

Eleanor Starkey and her songs are now heard over WPEN with the studio band.

The Bessie Hicks Players are back on the air over WFIL.

The Charlie Smiths at WCAU will be three in June.

Sam Serota is now announcing on WIP, WCAM and WHAT for the same sponsor.

Powers Gouraud's newest song was introduced by Whispering Jack Smith on WCAU.

Leslie Joy, manager of KYW, will lead the discussion on the station's "Question Box" program.

Bob Ridley, WPEN's "Mischa Rose," who won a Met audition contract, will refuse to sign if it calls for five-year period.

A new weekly feature over KYW is "Hunting and Fishing Club," under direction of Joe O'Byrne.

Peggy Madison and Dorothy King are latest additions to WFIL's "Thursday at Three."

John Facenda, WIP night supervisor, in his search for his stolen golf clubs in a pawnshop, found one of his rowing medals that he lost three years ago.

Ben Alley, WCAU tenor, off the air because of appendicitis, is recovering and is due home shortly. Dan Kelly continues as guest soloist.

Call

★ BRINCKERHOFF

for

RECORDINGS

29 W. 57th St. PL. 3-3015

KMMJ

"The Old Trusty Station"

Clay Center, Nebraska

RANDY RYAN, Manager

Represented by GENE FURGASON & CO.

WJNO

— One of the BIGGEST "Little" Stations in the Country

NOW BROADCASTING . . .

WE, THE PEOPLE, with Gabriel Heatter—*Sanka Coffee.*

KATE SMITH HOUR, with Henny Youngman—*Swans Down Cake Flour, Calumet Baking Powder.*

MAJOR BOWES' Original Amateur Hour—*Chrysler, De Soto, Dodge, Plymouth.*

PAUL WHITEMAN, with Oliver Wakefield—*Chesterfield Cigarettes.*

SONG SHOP, with Frank Crumit—*Coca Cola.*

"PROFESSOR QUIZ"—*Nash Motor Cars.*

YOUR HIT PARADE—*Lucky Strike Cigarettes.*

HOLLYWOOD HOTEL—*Campbell's Soups, Beans, Tomato Juice.*

SATURDAY NIGHT SERENADE—*Irradiated Pet Milk.*

DOUBLE EVERYTHING—*Wrigley's Gum.*

PHIL BAKER—*Gulf Motor Oil and Gas.*

FORD SUNDAY EVENING HOUR—*Ford, Lincoln, Lincoln Zephyr.*

"ZENITH FOUNDATION"—*Zenith Radios.*

DR. CHRISTIAN OF RIVER'S END, with Jean Hersholt—*"Vaseline" Preparations.*

HEINZ MAGAZINE OF THE AIR, with Channing Pollock—*"57 Varieties" Pure Food Products.*

"POETIC MELODIES"—*Wrigley's Gum.*

BOAKE CARTER—*Philco Radios.*

THE ROAD OF LIFE—*Chipso.*

MYRT AND MARGE—*Super Suds.*

CAROL KENNEDY'S ROMANCE—*"57 Varieties" Pure Food Products.*

THE O'NEILLS—*Ivory Soap.*

HILLTOP HOUSE—*Palmolive Soap.*

YOUR NEWS PARADE with Edwin C. Hill—*Lucky Strike Cigarettes.*

WATCH THE FUN GO BY, with Al Pearce and His Gang—*Ford Motor Dealers.*

CAMEL CARAVAN—*Camel Cigarettes.*

MARY LEE TAYLOR—*Irradiated Pet Milk.*

HOBBY LOBBY—*Hudson, Hudson Terraplane.*

EDDIE CANTOR in Texaco Town—*Texaco Gasoline and Oils.*

ANDRE KOSTELANETZ'S ORCHESTRA, with Lawrence Tibbett—*Chesterfield Cigarettes.*

HOLLYWOOD SCREEN-SCOOPS, with George McCall—*Old Gold Cigarettes.*

EMILY POST—*"Florida" Grapefruit, Oranges, Tangerines.*

BEN BERNIE and all the Lads—*U. S. Royal Masters Tires.*

GANG BUSTERS—*Palmolive Shave Cream, Palmolive Brushless Shave.*

The only "clear-reception" station in this area

WJNO 1200 KILOCYCLES

West Palm Beach, Florida

NATIONAL REPRESENTATIVE: WEED & COMPANY
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 34 NEW YORK, N. Y., THURSDAY, FEBRUARY 17, 1938 FIVE CENTS

Proceed on NAB Plan

Executive Committee is Chosen—Mark Ethridge Temporary Chairman—No President for Month

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Washington—The real business of carrying out the reorganization of the National Association of Broadcasters got under way at the Willard Hotel yesterday when the 23-member board of directors, newly elected and charged with appointing a paid president and secretary-treasurer, made Mark Ethridge of WHAS temporary chairman of the board. An executive committee was chosen to handle future business, with the result that from the board of 23 the following were selected: Mark Ethridge and Edwin Craig, from the clear channel board representatives; Walter J. Damm and Frank Russell of the regional or medium stations, and Edward A. Allen and John Elmer of the small station representatives on the board.

Paid president will probably not be chosen until March 21, or later and Phil Loucks will continue as special counsel until that date. The temporary secretary-treasurer may be appointed before that date, however. Reason for the "temporary" selections, particularly the last mentioned office, is that the board plans to build from the bottom and let the incoming paid president have a full and free hand in selecting his own executives and other personnel. When the president is appointed, he will become an ex-officio member of the executive committee.

In course of the morning and afternoon session, various other items were taken up such as the handling of payrolls, signing of checks, the carrying on of the NAB Bureau of Copyright and routine matters. Board

(*Continued on Page 3*)

Looking On

.... AND LISTENING IN

AT RANDOM Mortality rate among radio sponsors is higher than it should be, for two main reasons: (1) because a lot of firms use radio to sell products which are not adaptable to radio salesmanship, and (2) some broadcasters are not cooperating sufficiently with advertisers in promotion and merchandising despite vast opportunities to do so.

In spite of everything, radio time rates are very low compared to newspapers, magazines and other media—and publishers know this. Major item of cost in radio advertising is talent, which has been skyrocketed by the Hollywood trek, but will soon be brought more into line as sponsors get wiser.

Now that radio editors of the country have brought the matter to the front, a lot of broadcasters agree that there's not enough daytime music. The next thing is to do something about it.

Facsimile has stolen the spotlight from television as the next possible major development in broadcasting. And its chances look better.

In case you've never tried it, a darkened room makes radio-listening a lot more enjoyable.

Worcester Telegram, a progressive newspaper with a very interesting Sunday radio section, gives radio top billing over screen and theaters.

Scolding radio and the movies for crowding out the legitimate stage is like blaming the auto for the passing of the horse and buggy.

—D. C. G.

First Commercial

Lowell Thomas, in his NBC-Blue commentating period last night, told of an F. M. Pike from New England who claimed to have been the first radio advertiser. Seems that Pike got the idea of radio being a good ad medium after hearing early KDKA broadcasts, so he had the station plug a batch of his product — maple sugar.

LISTENERS' COMPLAINTS COINCIDE WITH CRITICS

Detroit — Radio Listeners Foundation, recently formed and with 36,000 members in eight central states already enrolled, reveals the following chief criticisms of radio fare: Hollywood influence and attendant glorification of movies and stars, length and delivery of commercials, low standards of children's programs, and spoiling of entertainment for listeners by catering to studio audi-

(*Continued on Page 3*)

Spot Campaign Started By Holland Furnace Co.

Chicago — Holland Furnace Co., Holland, Mich., through Ruthrauff & Ryan here, has lined up 44 stations in a spot campaign of one-minute dramatized commercials starting this week. Waxings were made at Columbia Recording Studios.

More Promotion Efforts Urged by John Shepard

More promotional assistance to advertisers is urged by John Shepard 3rd, president of Yankee and Colonial webs, in a booklet titled "The Merchandising Policy of the Yankee and Colonial Networks," issued coincident with the NAB convention.

Networks should help in every

(*Continued on Page 3*)

Suspend CBW Broadcasts In Economy Experiment

Windsor, Ont. — Broadcasts from CBW have been suspended as an experimental measure, according to Gladstone Murray of Ottawa, g.m. of Canadian Broadcasting Corp. He explained that the suspension is the outgrowth of an experiment in economizing wave lengths and resources. During the experiment the main

(*Continued on Page 3*)

ARTA Voting Prohibited

Washington — Mervyn Rathborne, president of the ARTA, now affiliated with the CIO, has notified the Labor Relations Board that members of his union would refuse to vote in the AFL-CIO election which the board has ordered for Postal Telegraph employees. In refusing, Rathborne stated that board has been playing politics in the Postal case.

BBC LATIN BROADCASTS SET TO BEGIN MARCH 15

London—News broadcasts in Spanish and Portuguese to South America will be started by BBC on March 15. Move is aimed to counteract Italian propaganda broadcasts to the Latin countries and follows the recently inaugurated programs in Arabic for the Near East.

Boston — Initial program on 11.73 megacycles by World Wide Broadcasting Foundation, on one of the short wave channels granted by FCC for goodwill programs to Latin America through W1XAL here, was aired Tuesday night. Among speakers was Thomas J. Watson, reading a message from Secretary of State Hull.

WHN Remains Basic Outlet For WLW Line in N. Y.

In a statement yesterday concerning the WLW Line status in New York, following the deal which adds WMCA to the hookup, WHN said the reason for addition of WMCA as an auxiliary station was because WHN rejected the proposal of Transamerican to pay the line charges for the service to Cincinnati. Charges

(*Continued on Page 2*)

Campbell Made Treasurer Of King-Trendle Company

Detroit—H. Allen Campbell, g.m. of King-Trendle Broadcasting Corp., has been made treasurer of the company, it is announced by George W. Trendle, president. Campbell has been with WXYZ, key station of Michigan Radio Network, since 1930.

RCA Chi Recording Plant

Chicago—RCA's new $150,000 recording plant at 445 Lake Shore Drive is opening Monday. Two studios will be put into operation then, and another later in the week. New plant, with a staff of 15 headed by Ed Foreman, will provide all services available at home office, Camden.

Overproduction

Nashville — Tom Stewart, announcer and continuity chief at WSM, teaches a class in Writing for Radio at the Watkins Institute. It's a pleasant avocation, says Stewart, but it has one drawback. Every time he gives a student a good grade, the stude calls at WSM the next day and applies for a job on the station's continuity staff.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Feb. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135½	134	135¼	+ ⅛
Gen. Electric	39½	38¼	39⅛	— ¼
RCA Common	6⅝	6½	6½	— ⅛
RCA First Pfd.	49⅜	48¾	49⅜	— ⅛
Stewart Warner	9¼	9	9	
Westinghouse	94	90¾	93¼	— 1
Zenith Radio	13	12⅞	13	— ¼

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

Spring Fashion Series

Set to a tempo timed for the woman audience, a new show aptly titled "Fashions for Spring" takes to the air over KLZ in Denver these Tuesday evenings.

Each week, the program, built around the KLZ String Quartet, features comments from fashion and style experts drafted from Denver's leading department stores.

As an added audience builder, KLZ staff artists will make guest appearances each week.

PITTSBURGH

Federal Symphony Orchestra under direction of Harry Hoehle and Joseph A. Rauterkus is presenting a series over KDKA. First was yesterday and next will be Sunday at 9 p.m.

Rev. Jack Munyon, veteran local sustaining feature, and Jean Hoff, heard as a blues singer on KDKA and NBC, will be married tomorrow, with WWSW airing the service.

Joe Villela, columning as "Eddy Nelson", hands bouquets in his latest column to publicity chief Kay Barr of KDKA, radio columnist Si Steinhauser of Pittsburgh Press, song stylist Chet Boswell of KQV and others.

Jules Hasslberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

☆ Programs That Have Made History ☆

WNEW's Uncle Pete and Louise

UNCLE PETE and LOUISE are natives of Missouri, and have been on radio stations in every state of the union, the District of Columbia and Mexico. Their broadcasting activities have extended over a period of 15 years, making them among the trail blazers of radio entertainment. In the spring of 1933, they started with their present sponsors (Jordan's) on WAAM, which was absorbed as a part of WNEW, serving New York and New Jersey 24 hours a day.

In addition to their radio activities, they have made personal appearances in more than 1,000 churches, halls and auditoriums under the auspices of all religious denominations, as well as fraternal organizations, and this course was pursued until the spring of 1937, when their personal appearances were also sponsored by Jordan's with whatever collection taken in the meetings, going to the church or lodge, as the case might be, and naturally the cooperation on the part of Jordan has made them many staunch friends and admirers.

They have made personal appearances in over 700 different cities and towns in Pennsylvania, New York and New Jersey with return engagements at some places for as many as four times.

The audience is legion, and this is fully demonstrated in the sale of the Uncle Pete and Louise book of Friendly Songs for Friendly People which sells at 50 cents. During the approximate five years in which they have been in this area, these book sales have amounted to approximately 25,000 copies.

While not wholly responsible for this next event, Uncle Pete and Louise played a very important part in the opening of Jordan's second store in Paterson, N. J., in order to accommodate the audience of Uncle Pete and Louise who live in the upper counties of New Jersey and the bordering New York State.

During the year, Uncle Pete and Louise make personal appearances in the form of reception work at both of these stores. While Louise appears at the Jordan's Newark store, every Wednesday afternoon, and at the Jordan's Paterson store every Friday afternoon, there is always a group of listeners to greet her, even though they do not at all times make purchases, but eventually they all do.

By virtue of their radio programs and personal appearances, Uncle Pete and Louise live rather a strenuous life—arising, winter and summer, at about 5:30 in order to have breakfast and get to WNEW in New York in time to tune their instruments and to go on the air at 7:45 a.m. every weekday morning, and then back home to practice, answer their mail, catch a few winks of sleep and then off to a personal appearance, sometimes as much as 75 miles from their home. But as a rule they arrive back from their personal appearance about midnight.

In connection with their travels, they have crossed the continent nine times and Louise has to her credit several thousand miles of automobile driving on concrete streets, highways, over mountains and through deserts and she still radiates a marvelous personality after this strenuous life of approximately 15 years.

Incidentally, Uncle Pete and Louise's fan mail today is heavier than at any time since they went on the air, and is rapidly approaching the million mark since they have been on for this sponsor.

"Mystery Chef" Adds

The "Mystery Chef" has added three more gas companies to list of sponsors airing his transcriptions. Companies in Honolulu, Little Rock, and suburban Chicago will broadcast the disks twice weekly. Only outlet set so far is KARK, Little Rock. Disks were made by NBC transcription department.

Audition New Musical

West Coast Bureau, RADIO DAILY

Los Angeles — John Boles, Ethel Merman, Eddie Conrad, Pat Flick, Lew Hearn and David Broekman's orchestra is the talent line-up for a proposed new musical variety program being set up for sponsor auditioning by the Lou Irwin office. Benjamin David of the agency has a sample platter waxed and circulating.

WLTH's Bond Special

WLTH aired a special one-hour Bond Bread party program at 10-11 last night from the bread company's Flatbush Ave. plant in Brooklyn. A host of Jewish stars appeared.

NBC Employees' Show

Annual NBC Employees Show, to be held Feb. 19 and aired over Red network at 3-3:30 p.m., with E. P. H. James as emcee, will have the following entertainers: Paul Owen, Lewis Lane, George Andrews, Helen Winter, Edward Nordhoff, Amelia Umnitz, Emil Corwin, Tom Eldridge, and a quartet including Paul Owen, Frank Egan, Richard Diament and Robert Eastman.

Ken Murray Extended

West Coast Bureau, RADIO DAILY

Los Angeles—Ken Murray's option has been lifted by Campbell's and the emcee-comedian on "Hollywood Hotel" continues indefinitely in that spot.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

COMING and GOING

A. A. SCHECHTER, NBC director of news and special events, will return to town Monday aboard the Queen Mary. He has been in Egypt for the past few weeks.

MR. and MRS. JOHN SHEPARD 3rd of Yankee and Colonial networks will sail today for a 33-day South American cruise aboard the Aquitania.

BILLY MILTON, English band leader, will arrive in New York today on the Manhattan. He will appear at the Rainbow Room.

BOAKE CARTER flies to Florida for the week-end, returning to Philadelphia for his Monday broadcast.

MERLE S. JONES, head of KMOX, St. Louis, visiting New York following the NAB convention.

FRED WEBER, general manager of MBS, will return from the NAB convention today.

CLAY MORGAN, NBC director of promotion, returned to his desk yesterday after attending the NAB convention for a few days.

ARTHUR FELDMAN, director of news and special events at WBZ, Boston, was in and out of town yesterday.

S. R. KUNKIS, New York attorney, returns to New York today from Washington, where he has been on FCC business.

WHN Remains Basic Outlet For WLW Line in N. Y.

(Continued from Page 1)

were formerly paid by Powel Crosley Jr. and WLW.

Statement, which was confirmed by John Clark of Transamerican, further adds that WHN is to remain the basic outlet for the WLW wire in New York, and will be available to all advertisers.

Texas Police Series

Texas State Police have inaugurated new series, dramatizing virtually every phase of police activity in weekly quarter-hour over KNOW, Austin Texas. Actual cases from files of department will be portrayed, as well as educational features stressing safety angles and supplementing other safety programs over station, sponsored by local police department and Elk's Club.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATIONS

KGMB, Honolulu, T. H. Authority to transfer control of corp. to Pacific Theaters & Supply Co., Ltd. and Fred J. Hart. 1320 kc., 1 KW., unlimited.

. . . Did you know that the School of Radio Technique is America's distinguished school of broadcasting for singers, actors, writers and announcers?
GEORGE MARSHALL DURANTE DIR
R. K. O. Bldg. Radio City, New York

Proceed on NAB Plan; No Prexy Before March 21

(Continued from Page 1)

also commended the work of the Sales Directors committee and voted to continue the activities of the group with L. H. Avery as chairman. James W. Baldwin, former NAB managing director, whose office was automatically abolished by the reorganization plan and its adoption, will of course receive his salary until next June. In his annual report to the NAB, Baldwin has already stated that he was not available for any further office in the organization. Although some members hoped that he would be retained as head of the NAB Bureau of Copyright, which has a transcription library of non-copyrights and other stuff, Baldwin is leaving shortly for a Florida vacation.

A session by the executive committee will be held today in the offices of Phil Loucks, and further new business will be discussed, as well as old ends tied up. As temporary head of the NAB, Mark Ethridge stated that the convention was a highly successful one and that the executive committee would accomplish much, but not over night. Dues would not be lowered from the figure raised and planned in the reorganization setup, since nearly all of the members feel that they do not mind paying more if they are to receive commensurate service from their organization.

No salaries are to be paid the "temporary" officials beyond the usual expenses allowed to board members.

OKLAHOMA CITY

Bob Donley, WKY announcer, left to join WCAE in Pittsburgh in same capacity.

Guy Biddick, platter man, in town.

New Artists Bureau established by WKY under direction of H. M. "Hal" Scher set to give station talent breaks over entire southwest area. Feature artists being boosted by bureau include Lee Norton, Allan Clarks Orchestra, Maxine Mead, Marty Hall, The Bell Boys, The Arkansawayers, Mrs. Mart "Aunt Susan" Adams, Ken Wright.

"Sing, Neighbor, Sing," new Okla. network program featuring "Chicken" Martin.

KFRU, Columbia, Mo.

Gaston Pevey and Lucius Crump are the principal characters of the new serial, "Houn' Dawg Holler."

Young thespians from Westminster College, Fulton, Mo., presented their first radio show Saturday. George Guyan, KFRU program director, cooperated with the group.

GIVES INTELLIGENT MERCHANDISING SERVICE
WBIG IN GREENSBORO N. C.
George P. Hollingbery Co., Nat'l Reps

Censorship Unlikely, Says Herring

Washington Bur., RADIO DAILY

Washington—Senator Burton K. Wheeler's remarks that Senator Clyde L. Herring's proposed bill for a three-member radio review board might lead to censorship were discounted by Herring yesterday in a RADIO DAILY interview.

"I don't think the industry has anything to fear on this point," said Herring. "Such a board could proceed with its activities without leading to any type of strict censorship."

More Promotion Efforts Urged by John Shepard

(Continued from Page 1)

way possible to make easier the sale of products and services which they accept for commercial broadcasting, says Shepard, adding that no attempt should be made, however, to usurp the functions of efficiently organized and specialized sales promotional companies.

Heatherton Back on Air

Ray Heatherton, busy with stage commitments the past six weeks, returns to the air Wednesday on CBS at 7:45-8 p.m. After the one program he will be heard on a weekly CBS sustaining spot, the day and hour yet to be determined. If negotiations are completed, Heatherton will also head a new evening program sponsored by a soap concern, the latter part of March.

WFDF Aids in Flood

Flint, Mich.—WFDF stayed on the air far into the night when floods threatened to overflow Thread Creek in the city. While some families were evacuated, others who refused to leave were told to stay tuned to WFDF for further warnings.

Sponsor for George H. Combs Jr.

George H. Combs Jr., WHN news commentator, has obtained a sponsor, Frank H. Lee Co., Danbury, Conn., hat firm. Program is heard Monday, Wednesday and Friday, 7:30 p.m. Birmingham, Castleman & Pierce Inc. is the agency.

MacQuarrie for Gen. Motors?

Chicago—Haven MacQuarrie, pausing here on his way to the coast where his "Do You Want to Be An Actor?" series will originate hereafter, said General Motors is considering sponsorship of show, with a tour in mind.

LINCOLN

Richard F. "Dick" Gloyne, music librarian for KFAB-KFOR, is in the east.

Naomi Woods has been added to the CSBS continuity department.

Joe di Natale, KFOR-KFAB publicity man, is working a contest in cooperation with Norman Harris, radio editor of the Daily Nebraskan. Prizes are CBS star stills.

Dick Jergens' orchestra was aired via KFOR while here playing the Interfrat Ball.

Bill Dietz, although back on the KFAB sales staff, still has his advertising agency in operation.

Suspend CBW Broadcasts In Economy Experiment

(Continued from Page 1)

CBC features will be carried by the other Windsor station, CKLW.

CBW control room continues to operate as a transfer point for a majority of the programs exchanged between the CBC and various broadcasting chains in the U. S.

Edgar Jacobs at WNEW

Edgar Jacobs, formerly night production manager of WFBL, Syracuse, has joined the production staff of WNEW in New York. Jacobs was previously at WTIC, Hartford, and the Yankee Network's Boston office as announcer and producer.

Paul Franklin Signed

West Coast Bureau, RADIO DAILY

Los Angeles — Paul Franklin has been added to the writing staff on Lucky Strike's "Your Hollywood Parade." Don Clark of the H. N. Swanson Inc. radio department set the deal.

Listeners' Complaints Coincide With Critics

(Continued from Page 1)

ences. These complaints coincide with the views of the country's radio editors in RADIO DAILY'S recent Forum.

Foundation is non-profit group. Letters of criticism are referred to sponsors or broadcasters. Membership cards are issued by Richard E. Jones, vice-president, 14305 Rutland Ave.

WREC, Memphis

The Jewel Cowboys, WREC feature now being presented over CBS at 10:30 a.m. each Saturday morning, have scheduled a repeat of their "spur dance" musical novelty for Feb. 19. Dance idea was introduced on their program Feb. 5 and won nationwide publicity, United Press carrying a feature story.

Malcolm Todd, announcer, has started "Musical Album" at 10 p.m. Sundays for Cole Wilson Inc., funeral home. Program features readings and transcribed music.

WBT, Charlotte

Reginald Allen, baritone and announcer, is back on the schedule after a year's absence.

Station is sacrificing commercial spots to carry the U. of N. C. weekly programs. The university built a studio and has started a course in broadcasting to give students practical experience.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales ••• eight major markets •••• including America's great metropolitan center ••••• smart, up-to-date manufacturing cities ••• ranking rural centers and farming districts ••• in all, completing a cross section of America's spending habits and potential market volume



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

PROMOTION

Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

Pepping Up Spots

Spot announcements for Joy Candy Shoppes over WIND, Gary, Ind., have been given novel twist tieing-in with sponsor's copy theme, "Remember With Joy." Spots are opened with reference to some historic event of same day announcement is given. Account, handled by Malcolm-Howard Advertising Agency, also has renewed its program, "Remember With Joy," over WAAF, Chicago.

Go for Playing Cards

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least $1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, the David G. Evans Coffee Co., were more than satisfied with the results from only one mention of the offer.

Telegram A Day

Every day for a week, Buryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statisti-grams.

KTMS, Santa Barbara, Cal.

Sunday afternoon polo series from Fleischman Field, with Lawrence Smith and Winnie Vilsack at the mike, is becoming popular with lovers of the game.

Manager Budd Heyde looks for interesting things in the new Friday evening spelling bee, with the News Press editorial dept. vs. composing room as first contestants.

Another new series is a gardening program under auspices of Santa Barbara Horticultural Society.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● PERSONAL Postcards To: Paul Whiteman: Mana-Zucca, famed composer and pianist, whom you introduced to the spotlite via a Carnegie Hall concert, is now a resident of Miami Beach, where she's writing an opera and a series of suites—one called "Hollywood Bowl"—from Florida, mind you....Walter Winchell: Since we lost a buck to Quentin Reynolds—who said we wouldn't take sick on the Miami-Washington hop—he's been going around town calling us "The Lindbergh of the Columnists". Why don't you and Sobol fly?....NTG: Helene Standish, one of your showgirls is now being featured as a singer at 52nd St.'s Swing Club....Louis Bernstein: Terry Shand, who wrote "I Double Dare You", is auditioning for a sustaining series....Jack Robbins: Suggest you inspect Goodman Ace's room at the Roney in Miami. He had a sun-tan lamp smuggled in the other day....George Lottman: Your son nearly drove Sonja Henie wacky the other day—making her pose for pictures with his dollar camera—he even forced her to go into the water!

● ● ● *Jack Adams and Stella Unger at Erwin, Wasey: Jack Kofoed, who worked on all those sport shows with you over at Muller agency, just completed writing "Brandy for Heroes", a biog of the famous fighter, John Morrissey....Murray Arnold, press head of WIP, Philly: The new director of your homemakers' club, Annabelle Adams, who in real life is Ruth Sheehan, is being called "Bei Mir Bist Du Sheehan".....Phillip G. Lasky of KSFO, San Francisco: When Bob Bradley and Betty Brown of KLZ, Denver, moved into the Denver Theater for personals billed as "The Singing Sweethearts"—dame rumor stated that the couple's next public appearance would be before a preacher....Frank Katzentine of WKAT: Apropos of your lining up five Chinese and five Japanese for an air debate, Alyce de la Vergne, staff actress at KFOX, Long Beach, Cal., is studying the Chinese language at nite school.*

● ● ● William Paley: Did you know that CBStockholders paid for a "gabboon" (gold-plated spittoon) which is parked in the office of one of your execs—who chews tobacco?....Jackie Heller: Teddy ("Bewildered") Powell extends congrats to you—even though you're wedding his former fiance at 2:15 p.m. today....Torchy Teddy: Regardless of what you've been reading in the papers—Judy Starr IS NOT married to the fellow in Herbie Kay's band....Ozzie Nelson: Your manager, Billy Kent, did all right by himself at the dice tables in Miami—as did Paul Small of the Wm. Morris office—who left town pronto with his winnings....Eddy Duchin: Del "Casanova" Casino reports that Hollywood isn't as blase and sophisticated as it's cracked up to be. He went to Bob Hope's home for dinner with Edgar Bergen, Bert Lahr, Ken Murray, Jimmy Starr, Jackie Coogan, Betty Grable, Shirley Ross and others—and they played "Quotations—under the sheet"—with Shirley remaining "under" for 25 minutes before she got wise. After that they played HIDE and SEEK!

● ● ● *Bob Taplinger: Phil Spitalny has retained David Alber to handle his mag publicity....Luther Reid: KIRO, Seattle, numbers some versatile people among its studio personnel, one being Pete Mertens, wordslinger, who, besides his studio and remote shows, clicks a mean shutter in his spare time with a candid camera he wears as standard equipment....At present he's busy on an epic called KIROgues Gallery—a composite of shots of KIRO members. The unsuspecting victims include everybody from the boss, "Tubby" Quilliam, down to the office boy....Reminds us of Ted Husing's mania with his camera at the Roney. He snaps everything and trusts to luck.*

PROGRAM ☆ IDEAS ☆

What Local Stations Are Doing

Prep School Series Pulls

A series titled "Your School Parade" sponsored by a local department store in cooperation with Zenith Radios and inaugurated in November is "topping" mail response records with WSVA, Harrisburg, Va.

Program is aired Sundays for a half-hour and on each Sunday a group of students from leading prep and high schools, of one county only, offer their own program arrangement. A grand prize award is offered the school receiving most mail response by the sponsors. Eight such schools have already appeared. Participants in programs often number 50 or better. Series will conclude shortly. Students are permitted to use guest artists other than talent usually heard on the station, but this is not urged.

Over 3,000 letters and cards have been received by the station, and program sponsors who are tieing-in with suitable window displays and radio department displays.

Wendell Siler, WSVA program director, emcees the program. R. L. Stricklen Jr., the station's program promotion director, planned the series and made necessary arrangements with schools. Student guest announcers handle novelty script arrangements.

Auction by Radio

WEW, St. Louis, has started daily "radio" auctions for local Manne Furniture Co. List price of article and description is spieled by Bill Mackintosh, who then starts bidding with figure far below sales tag. Music comes in, and listeners are asked to mail in their bids for the item before 9 p.m. High takes the article. Station reports that several offers are received on each item considerably above its sales price.

Famous Characters

Famous historic and fictional characters are subjects of dramatizations for grammar school children, presented over KGVO, Missoula, Mont., in station's Montana School Of the Air series. Program is prepared and presented by Radio Extension Division of the University of Montana.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
• SUNDAY WEAF-NBC RED
9 A. M. EST.
Management NBC Artists Service

ORCHESTRAS MUSIC

BLUE BARRON, at present featured with his orchestra in the Green Room of the Hotel Edison, and heard over NBC, will be the guest of honor at a gala Radio Party that Leon and Eddie are tendering to him at their popular rendezvous on Sunday evening.

Tee-Berry and his KGFF (Shawnee, Okla.) staff ork are being featured in the Aldridge Hotel Ballroom, with Geneva Jones and Jack Winnett as vocalists.

Emery Deutsch, currently appearing for a week at the Capitol Theater, Washington, will then return to New York to complete negotiations for an NBC wire from one of the leading mid-western hostelries.

Horace Heidt and his Brigadiers will present a special program in their NBC-Blue network broadcast of Feb. 22 at 9 p.m., celebrating not only Washington's Birthday but their third anniversary of broadcasting under sponsorship of Stewart-Warner.

Mildred Roselle, song stylist, is being held over for the new show at the Club Maxine, Burnside and Jerome Ave. She already has been there four weeks, going over big. Al Wynne's ork provides the music.

Bill Kearns is not the only song writing member of the NBC Kidoodlers. Bob Remington, one of the organizers of the foursome and who doubles as arranger for the "Campus Kids" vocal trio, has written "Moon Over The Campus" and "Occarina Man" with Larry Kogen.

Vince Calendo is now vocalizing with Ernie Holst's El Morocco orchestra. This orchestra is being conducted by Ken Snell during Holst's engagement at the Book-Cadillac in Detroit.

"Listen to My Lonely Heart", Jean Ellington's theme song, written especially for her, has been published by Famous Music. The melody was created by Vee Lawnhurst and Tot Seymour.

Don Renaldo and his rhumba band and Leighton Noble's crew are now airing over WIP, Philadelphia, from the Arcadia restaurant. Noble also is heard on CBS and Mutual.

Shep Fields after winding up at Palmer House will go into Chicago Theater Feb. 25 for a week, then to Circle, Indianapolis.

During his six months in Hollywood, Phil Baker's bandsman, Oscar Bradley, has written a "Symphonic Poem" which he will present in New York next season. Bradley studied composition at the Royal Academy of Music in London, and has had many of his works played in England.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KHSL—Chico, Cal.

1260 *Kcs.*—250 *Watts, Unlimited Time*

GOLDEN EMPIRE BROADCASTING CO., Owner
HAROLD SMITHSON, President and General Manager

KHSL is located in the heart of the rich Golden Empire section of California in the center of the Sacramento Valley. Back in '49, this was the seat of the gold rush. Today, its magnificent scenery provides the background for many Hollywood movie productions, and the setting for the largest city-owned park in the West—Bidwell Park.

Seventy-five per cent of the homes in Chico have radios, and KHSL started to serve them on April 17, 1935. The station went to unlimited time last July, and is now on the air 18 hours a day.

An unusually high standard of management distinguishes the operation of the station. Each morning, it broadcasts a 15-minute devotional period, conducted by various ministers of the community. It donates generous time to the various civic welfare interests. And in addition the station has made it a rule to allow no commercial announcements on Sundays.

KHSL has received letters verifying daytime reception in New Zealand, Alaska, British Columbia, Seattle, Wash., and Southern California.

Golden Empire Broadcasting Co. also operates KVCV, 78 miles away at Redding, Cal., as a sister station to KHSL, with identical program policies.

WGAR, Cleveland

Manager John F. Patt, vacationing in Florida, keeps his finger on the pulse of WGAR activity by long distance phone daily.

Hickok Oil Co. of Ohio has started new five-a-week quarter hour ET feature, "Black Flame of the Amazon," dealing with adventures of Explorer Harold Noice.

Wayne Mack, dramatic director, on the sick list all week with ptomaine poisoning.

Bob Kelley of announcing staff is enrolled in the mid-year freshman class at Western Reserve University.

Despite severe and painful second degree burns on the left hand, Shirley Seldon carried on in her role of stewardess on the mythical "Morning Express." Away from the microphone she is Mrs. David Baylor, wife of WGAR traffic manager.

Apprehensive was Musical Director Walberg Brown when summoned to Internal Revenue Department last week. Elated was Brown when he received a check for $35.20. Mistake in last year's income tax report.

The law of averages has caught up with Graves Taylor. After four postponements, he must report for jury duty next Monday.

"Empire Builders" is new five minute narration, presented five times weekly on WGAR for the Central National Bank of Cleveland. Eulogizes great persons in history.

Chief Engineer Morris Pierce and Transmitter Engineer Bill Hutton attending engineers' conference at Columbus.

WPAY, Portsmouth, O.

Acey Neil, champ fiddler, and the Safely Cab Boys are being sponsored by Safely Cab Co. and New Boston Cab.

Local chapter of the Elks is offering a weekly ET series that was planned by the national organization in the interests of safety.

RECORDINGS

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Call BRINCKERHOFF PLaza 3-3015

GUEST-ING

MITZI GREEN, now appearing at New York Paramount Theater, on Leo Reisman program, tonight (WEAF, 7:30).

FAY WRAY, on Rudy Vallee program, tonight (NBC-Red, 8).

JEAN SABLON, on "Your Hit Parade," Feb. 19 (CBS, 10 p.m.).

PENNY SINGLETON (Dorothy McNulty), on "Hollywood Hotel," Feb. 18 (CBS, 9 p.m.).

PAUL LUKAS and ROBERT SPEAIGHT, interviewed by Dave Driscoll, Feb. 21 (Mutual, 6:45 p.m.).

RALPH BELLAMY, on Radie Harris program, tonight (Mutual, 6:45).

MADELEINE CARROLL and HERBERT MARSHALL, on Lux show, Feb. 21 (CBS, 9 p.m.).

GERTRUDE NIESEN, on "Hit Parade", Feb. 26 (CBS, 10 p.m.).

EL BRENDEL, on "30 Minutes in Hollywood", Feb. 20 (Mutual, 6 p.m.).

BRUNA CASTAGNA, ANIA DORFMAN and THE REVELERS, on "Magic Key", Feb. 27 (NBC-Blue, 2 p.m.).

AKIM TAMIROFF, on Bakers Broadcast, Feb. 27 (NBC-Blue, 7:30 p.m.).

A. T. & T. Regular Dividend

Regular quarterly dividend of $2.25 a share was declared yesterday by A. T. & T.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING
and
DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily
Except Sundays. Close Saturdays
at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

Chicago

WIND has two new announcers, Allen Thomson, from WMAQ and Jack Harrington, from Los Angeles.

Herb Sherman, WJJD sales manager, back from eastern trip.

Truman Bradley, Ford announcer and comentator for American Family Flakes on WBBM, reported about set for a movie assignment with M-G-M.

Curtis Mitchell, editorial supervisor of Radio Guide, moving family to Philadelphia. He is also editor of Click, new pic magazine.

Harold Stokes (and Lou Holzer) have sold tune "On A Sunday Afternoon" which is theme of musical variety hour by same name on Mutual, to Robbins music firm.

Harry Grayson, who wrote WLS "Old Judge" series, is assisting on scripting of Zenith Telepathy series which has James Whipple in charge of writing end.

George Willard is recent addition to WGN announcing staff.

Eddie Corcoran, playing lead in "Big City Parade" on WLS, collapsed just before broadcast Friday, his 21st birthday, and was replaced by Russell Bundesen.

Wrisley Soap has bought Happy Jack Turner, "one man radio show," for new series on WMAQ in interests of Oliv-I-Lo soap. Agency is Behel & Waldie, Chicago.

Ros Metzger, radio director of Ruthrauff & Ryan, off to Holland, Mich., for conference with Holland Furnace.

Henry Hoople, Jack Spencer and Charlie Wilson teamed up as a new comedy outfit for Mutual's "On a Sunday Afternoon" series.

Arthur Peterson, Bret Morrison and Harold Peary, veteran NBC actors, have been signed to form nucleus of a stock company for Edgar Guest's "It Can Be Done" program for Household Finance. "Fibber McGee" show recently rigged up a tight little company for its Monday evening stanzas.

Don McNeill, emcee of "Breakfast Club" and "NBC Jamboree," Jack Baker and Annette King to go to St. Petersburg, Fla., to make an appearance for Chamber of Commerce on Thursday.

George Biggar, director of promotion for WLS, has gone to California for three weeks vacation. On way home he will stop off at KOY, Phoenix.

Loretta Poynton (Mrs. William Carroll) has been written out of "Dan Harding's Wife" and other NBC shows for several weeks. It's a boy, her second.

Lawson Zerbe
PL 3-2600

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

LLOYD E. YODER

THE radio world of the San Francisco bay area, which wondered about its future when Don E. Gilman, vice-president in charge of NBC's Western Division, announced removal of himself and his assistant, L. S. Frost, to Hollywood, was relieved when Lloyd E. Yoder, head of the Western Press Division, was named manager of KPO-KGO last fall. Under his guidance the two NBC outlets continue the high program and public service standards set in the past.



A 1926 all-American at Carnegie Tech...

Although young in years, Yoder is a radio veteran, having joined the NBC staff as an announcer shortly after his graduation from Carnegie Tech, where he was a member of the All-America team of 1926. His wide experience in all fields of broadcasting is reflected in the vitality and human interest of KPO-KGO originations.

ST. LOUIS

John Bohn is now Radio Sales Inc. representative here. Post was formerly held by Bob Dunville, who went to WSAI, Cincinnati. Bohn has been on KMOX sales staff for four years.

Gene Kemper, new KWK director of public relations, has had much experience in the movie-theater field, with Skouras Bros., Warners and Fox West Coast and Loew's.

Chernick Boys are back at York Hotel tavern, with Bob Thompson at piano and Gail Reese of WIL handling vocals.

Pappy Cheshire of KMOX is laid up again by recurrence of nervous fatigue.

Lavina Mae is back on WIL after a long absence.

WNEW, New York

Ray Hamilton, singing organist, will be heard in a new series beginning Monday, 11:30-11:45 a.m., Monday through Saturday. Hamilton's evening broadcasts at 7:15 p.m. will also be continued.

The noon day news broadcasts, heard at 12:30 p.m. for several years, will be presented at 11:45 effective Monday. Bill McGrath is the newscaster. WNEW receives the full leased INS wire report.

A new series of traveler interviews starts this week. Bob Becker, aviator and air traveler, will interview passengers enroute to the coast at the American Airways hangar at Newark Airport. Broadcasts are scheduled for 8:45 nightly, except Sunday and Monday.

Hazel Scott, New Orleans "Mistress of Swing," has been added to the new daily Alan Kent program. Miss Scott is currently featured at the Hickory House.

Richard Brooks will be at the mike today and tomorrow afternoon for the McNaboe Lunacy Commission hearings at the Supreme Court Building.

OMAHA

R. Bruce Wallace of KOIL has been confined to his home due to illness.

Lonnie Robertson and Roy McGeorge, old-time fiddlers on WAAW, have joined KFAB in Lincoln.

Duane Gaither, WAAW program director, suffered a serious attack of ptomaine poisoning. He is recovering.

WOW had 1,500 entries in candid camera contest of which 150 were suitable for future publicity and promotion work, according to Bill Wiseman.

WXYZ, Detroit

Fran Striker, author of "Lone Ranger," which originates here for Mutual, is writing a novel with his famous character as central figure.

Harry Heilmann, former baseball star and now announcer, leaves this week for Florida and a short vacation before the season opens.

Kennedy Clothes has signed for another 52 weeks, totaling more than 700 spot announcements, an increase of about 70 per cent over last year. Beckman, Vogel & Bierbaum is the agency.

WIS, Columbia, S. C.

J. D. Saumenig, former station manager of WCSC, Charleston, has joined as commercial manager.

Station's string ensemble, composed of Hix Thode, Rachel Little, Neil Altee and Gregory Pearce, is making quarter-hour periods more popular.

When Robert Taylor interviewed Roy Harris of Greenville, S. C., on "Good News of 1938" from Hollywood, he was running second to Frank Burger, demon ad-libbing WIS interviewer, who had Harris on the air 20 hours after he won M-G-M's $5,000 picture-naming contest.

Los Angeles

LEONORE CORDIAL, who handles job applicants for Hal Styles' KHJ-Don Lee "HeIp Thy Neighbor" program, reports that among her clients have been two Indian chiefs, one 8-foot giant, two legless men, one armless man, one blind man, one deaf and dumb woman and two midgets, while unusual occupations represented include: deep sea divers, parachute jumpers, tea-tasters, psychiatrists, jiu-jitsu experts, strong men, and one crossword puzzle setter-upper.

Maurice Ball Inc., furriers, has signed for a series of Sunday time signals on KNX for one year from Feb. 27. Lee Ringer advertising agency handled.

CBS announcer Maurie Webster is picking up the scholastic career rudely terminated at the University of Washington when he was drafted as staff announcer here by CBS, by enrolling at U.C.L.A. Starts back to school next Monday, majoring in English.

Bing Crosby will do a little ad-libbing over the NBC network hookup for the Santa Anita Derby on Feb. 22, with Clem McCarthy calling the race, and Buddy Twiss doing the announcing and color.

Pat Bishop, KFI news commentator, has introduced a "Mail Box" idea on his 4:30 p.m. news period. Invites listeners to send in their own comments, opinions and arguments about stories in the news, which he in turn relays to his audience.

"Listen, Ladies," the KEHE mid-afternoon variety show of long standing, has inaugurated a policy of burlesquing popular air shows on each Tuesday's program. Producer is Kenneth Higgins.

KMTR has a new series of philosophical discussions of timely topics by Lee Arms scheduled for Mondays at 1:15 p.m. The station has switched Frank Robinson Brown's "Knickerbocker Varieties" from 10 p.m. to a mid-afternoon session at 2:45. Show is a remote from the Knickerbocker Hotel.

KGVO, Missoula, Mont.

Manager A. J. Mosby is working on plans to air a weekly music education broadcast by U. of Mont. Band, originating on university campus.

The Columbians, staff dramatic unit, is doing a series of one-shot detective and mystery dramas following conclusion of the serial, "Before Midnight." Evelyn Henry is director and producer.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

BOSTON

A broadcast from the summit of Mount Washington will feature the half-hour program inaugurating the Yankee Network Weather Service over WNAC and the Yankee web, Saturday at 9 p.m. Through W1XER, the Yankee station atop Mount Washington, the personnel will take part in a dramatization of their daily lives over 6000 feet above sea level in a climate resembling that of the North Pole. Studio portion of the program will present the Roberts Sisters, Earl Lawrence and Andy Jacobson's orchestra.

Starting Sunday, the Yankee network will broadcast two complete weather programs daily at 8:15 a.m. (Sundays 8:30 a.m.) and 11:15 p.m.

CKNX, Wingham, Ont.

The "dog days" didn't come to CKNX this year: January gross billings were up 30.9 per cent, with national billings jumping 41.5 per cent, over a year ago.

CKNX was one of the only two Canadian stations renewed by Lallemand's yeast for Feb.

Elgin Coutts, high school student, won the auditions for the right accented emcee on Little German Band.

Recent power jump has greatly increased requests for greetings on "Canadian Farm and Home Hour," so station is opening up an afternoon "Kiddies' Birthday Club" and a "Saturday Night Barn Dance" to handle overflow.

WFBL, Syracuse

Ed Jacobs changes jobs from night production man to production manager's assistant.

Bud Squires, "Street Quizzer," is racing back to the studio to handle Packard News job vacated by Jacobs.

George Reid, recently arrived here from WINS, is getting an abundance of both material and fan mail for his morning Sun Dial Amateur Show.

"Minute Miniatures," blackouts and dramatized plugs with musical background by a studio orchestra, is Jack O'Neil's latest program contribution.

Jack Curren back on the air with a new ballad program after a short illness.

WTMJ, Milwaukee

Nancy Grey, commentator, is on another western flying trip to get material for her program.

A spectacular bonfire of "dated" used cars was a highlight feature of WTMJ's big goodwill campaign to "rid the road of jallopies" in an effort to break the used car jam in Greater Milwaukee.

Elwen Owen, vacationing between network assignments, is handling the organ shots of Jack Martin, laid up with injuries from a fall on slippery streets.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

NEW BUSINESS

WNEW, New York: Musebeck Shoe Co. (Health Spot Shoes), Ray Hamilton, singing organist, through Sehl Advertising Agency; Pepsodent Company, "Make Believe Ballroom", through Lord & Thomas; La Comp Products (Qwick Washer), "Make Believe Ballroom"; Air Conditioning Training Corp., "Morning Music," through National Classified Advertising Agency; Carter Medicine Co., spots, through Street & Finney; Axton-Fisher Tobacco Co., (20 Grand Cigarets), additional time on "Make Believe Ballroom", through McCann-Erickson; Lightning Electric Co., "Skyways Reporter", through Scheer Advertising Agency.

WMAQ, Chicago: Procter & Gamble (Drene), temperature reports, through H. W. Kastor & Sons.

WHO, Des Moines: Household Magazine, through Presba, Fellers & Presba; Armand Co., announcements, through Wade Advertising Agency; Walker Remedy Co., through Weston-Barnett Inc.; Makomb Steel Products Co., announcements, through Advertising Service Inc.; Cleveland Cleaner & Paste Co., announcements, through Campbell - Sanford Advertising Co.; B. F. Goodrich Co., news, through Ruthrauff & Ryan; Yeaston Nulack Co., announcements; The Dexter Co., announcements, through Weston Barnett, Inc.; Chicago Engineering Works, through James R. Lunke & Associates.

Son for Brewster Morgan

Brewster Morgan, KNX producer, is the father of a boy. Morgan had the page boys pass around the candy at the CBS headquarters here.

Kaltenborn to Resume

H. V. Kaltenborn returns to CBS "Headlines and Bylines" on Feb. 27. The commentator has been ill for the past few weeks.

FORT WORTH

WBAP, in its subscription drive for the new monthly mag, Rural Radio, published in Nashville exclusively for rural listeners, netted 1,000 subs. Local drive was made through air plugs by Elbert Haling, station publicist. Harold V. Hough, station g.m., will contribute a column to the magazine, and Haling also will supply material.

Joaquin Grill's ork replaces Ed Lally in Texas Hotel's Den, airing over KTAT.

WBAP shortwave mobile unit will go on three of the goodwill advertising trips throughout Texas for the forthcoming Southwestern Expo, according to George Cranston. J. E. Maersch, engineer, will be in charge of truck, built under supervision of R. C. Stinson.

Radio Executives Everywhere Are Reading These Lines, Just the Same As You Are. To Reach Them

"A TEST WILL TELL"

ADVERTISE REGULARLY IN

RADIO DAILY

PHILADELPHIA

A new WFIL series features Jack Steck and Florence Bendon as "Cookie and Kitty."

A new musical makes its debut over WCAU, called "Studio A," featuring Dan Kelly, Barbara Thorne, Jean Shaw and Bob Goldens' band.

Edward A. Davies, WIP sales director, will address members of Newspaper Guild.

Sam Wooding will conduct WIP's "Sing Music" program.

Peggy Moran is singing nightly over WPEN.

Annabelle Adams, new head of WIP Homemakers Club, starts off with a series of guest stars, featuring Johnny MacAfee, vocalist in Leighton Noble's Band, and Sally LaMarr and Claudia Koralli from a local night club.

Rodger Conant, who conducts KYW's "Let's Visit the Zoo," is celebrating his second anniversary on the station.

"Musical Comedy Highlights" joins WFIL schedule, featuring Ralph Ellsmore and Erva Giles with Candelori's Musical Musketeers.

WCBS, Springfield, Ill.

Some broadcasting history was made Feb. 12 when station aired first broadcast from the one-time home of Abraham Lincoln.

Carrol Neeld and Jack Heintz are new members of commercial department. Sales staff also includes C. L. Jefry, Florin Barton and Paul Termine.

Harold L. Dewing, president, and Leslie G. Pefferle, v.p.-sec'y, will be away for a week coincident with attending the NAB meet.

Charlie Warren is at the mike for bowling broadcasts.

Tom (Stooge) Blanchard is now the Tavern Reporter during the nightly "Variety Hour."

Seven daily broadcasts of grain, livestock and stock reports are now being aired.

Station has started a house organ, titled "A Message to Garcia," with H. L. Dewing as editor.

ONE MINUTE INTERVIEW

TED COLLINS

"Superlative showmanship is, in the last analysis, simple showmanship. That's why Kate Smith's audience is such a large one; she never attempts to make her show a complicated hour. Today a radio show must fulfill two needs. It must give the impression of a major production without losing sight of the fact that the audience is still listening in units of one, two and three or four individuals. Excellent samples of the type of showmanship that will produce this kind of a program are Kate Smith's 'Command Appearances,' her 'Intimate Song Presentation,' her interview with successful people and her 'Memory Song'."

☆ Coast-to-Coast ☆

SAM L. LEVITAN, KDAL, got himself printed but not mugged when the Duluth Junior Chamber of Commerce opened its civilian fingerprinting campaign. KDAL special event man staged special airing to give the campaign a good start and was the first person to be printed officially in the project. The broadcast had the Chamber committee explaining the campaign, after which the head of Duluth's police identification bureau printed the KDAL s.e. fixer. Levitan's recent groundhog day broadcast, with a live groundhog borrowed from zoo and planted downtown, also got a newspaper yarn and 2-column cut.

Jimmy Fidler had laryngitis and couldn't do his spiel over NBC-Red on Tuesday night. Don Wilson came to the rescue and read Fidler's copy.

The "Nest Egg" program over KIDO, Boise, Ida., wherein the First Federal Savings & Loan Ass'n presents a $5 savings account opener and a large world globe to first listener phoning in correct name of a mystery melody during broadcast, is among the latest to report complaints from telephone company. Too many persons trying to get the station on phone. And this is one complaint that doesn't make KIDO mad.

Estelle M. Sternberg will speak on "Who Wants Peace at Any Price" over WMCA at 12:30 p.m. today.

Ireene Wicker and Dr. Thomas Parran, surgeon general of the U. S. Public Health service, have been awarded gold plaques by Parents' Magazine for outstanding service to children. George J. Hecht, publisher of the magazine, will make the presentation on the Kellogg NBC-Blue network show tomorrow, 5:30 p.m.

KARM, Fresno, and KROY, Sacramento, newest CBS affiliates, have been added to the outlets taking Kathryn Craven's "News Through a Woman's Eyes," released Mondays, Wednesdays and Fridays at 2:30-2:45

Mrs. John Philip Sousa, widow of the famous band leader, is expected to be on the Armco show, NBC-Blue, 3:30-4 p.m., on March 6. Frank Simon, conductor of the Armco band was formerly assistant to Sousa. Program will be an all-Sousa half-hour.

Robert Johnson has been appointed director of advertising and publicity for United Air Lines.

Gilbert Braun has been signed by Sound Reproductions Inc. to have his sound effects library available for any house recordings.

Emil Coleman has been playing piano with his St. Regis orchestra all week with a mangled finger which was caught in an automobile door.

MOST unusual of the many thousand pieces of mail received by Tydol's Inquiring Reporter during the three years the program has been presented over WFBR, Baltimore, was a recent letter from Mount Union, Pa. Henry Hickman, who conducts the program and gives silver dollars to those interviewed, received a letter with a page of Biblical questions—and a dollar!

The MBS "True or False" program on Feb. 21 will feature Yale vs. Princeton. Program will originate in New York.

Jack Major, who was taken to Washington over the week-end by Gene Buck to entertain at the party given by Vice-President John N. Garner to the Roosevelt family, had quite a time in the political camp. The genial Gene introduced Jack to Jesse H. Jones as the biggest liar he ever met. But by way of equalizing, in another introduction, Gene described Jack as a combination of Will Rogers and Irvin S. Cobb. Jack's success was cinched when Garner invited him on a fishing trip in Texas.

Alice Frost, John Brown, Teddy Bergman and Art Elmer will be featured in the "On Broadway" play over NBC-Blue network next Sunday at 3 p.m.

Listeners to the "Man-on-the-Street" aired by KGY, Olympia, Wash., protested so strongly when station announced recently that series would probably be dropped because of illness of Paul Jones, who heads the program, that arrangements were made to keep the series going. For the next month, while Jones recovers from an operation, his assistant Mahlon Taft will conduct the broadcast. KGY's secretary, Jean Walters, who ably handled the program on Women's Day, will assist him.

WHK - WCLE maestro Louis Rich was playing his violin with the Higbee trio in the Silver Grille, Cleveland, when he spotted Jane Withers, child movie star, seated at a nearby table. Rich hooked up the WHK-WCLE remote equipment, called announcer Carl Mark, who is also day studio manager, and had the actress on the air within seven minutes.

The Gilpin Players, of Cleveland, noted Negro theater group, appeared on WHK's "Curtain, Please" production Tuesday night. Program is dedicated to revival of the legit theater.

Jack Weldon of WDBJ, Roanoke, Va., is curious to know the identity of the other Jack Weldon whose birthday on Feb. 3 was recorded in RADIO DAILY. Reason: the J. W. of WDBJ has been getting a lot of unexpected congratulations.

SAN FRANCISCO

Bill Davidson, KFRC "Rise and Shine" record emcee at 6:30 a.m., now wakening the world at 6 a.m.

Gwynfi Jones, NBC tenor on "Good Morning Tonite" variety show, recovering from lacerations in Berkeley auto accident.

Hale Sparks, "University Explorer," broadcasts his Feb. 17 and 24 shows from Hollywood.

Gloria Thompson of KROW has gone to Boulder City, Nev., for her health.

"Duke" Chamberlin, KROW ass't prod. mgr., starts a series of "Camera Comment."

Harry L. Kriedt added to KFRC staff in charge of sales promotion and merchandising. Once with McCann-Erickson, he's been in the Philippine Islands for the past three years.

Sid Hoff, Oakland bandleader, opens at El Patio March 19 instead of Feb. 24.

After a nine-month stay, Jack Winston leaves the Bal Tabarin March 4.

Tom Breneman, emcee of KSFO's "My Secret Ambition," recovering from flu.

Don Church, former KSFO announcer, joined the KGGC staff as relief barker.

KSL, Salt Lake City

Leonard Strong off the mike due to brief illness, with Roy Drushall subbing.

Gladys Pinney resumes writing assignments after vacation.

Station's 10 announcers were surprised to see their pictures in a full-page ad on back cover of an important western magazine. The candid camera shots were by Dick Evans' Bantam.

American Fur Co. begins new three-weekly setup, "Songs for You," with Bob Arnold, tenor. Tom Axelsen is producing, with Byron Ray writing. Gene Halliday in charge of musical direction.

In a union decree, KSL staff musicians have been limited to radio work.

Station is donating a half - hour weekly, with guest speakers and KSL concert orchestra, to the civic drive for funds to advertise the state to tourists.

Recent guestings on KSL programs included Peggy Epperson, Dolores Seal, Dean Mitchell and William Post.

WABY, Albany

The Evangelist, Albany Catholic Diocesan organ, is sponsoring 10 Sunday broadcasts.

BIRTHDAYS



Greetings from Radio Daily

February 17

James F. Hanley

John McLaughlin

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 35 NEW YORK, N. Y., FRIDAY, FEBRUARY 18, 1938 FIVE CENTS

Loucks is Put in Temporary Charge

Appointed to Look After Affairs of the NAB Until Paid President is Chosen —In Line for the Post

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Final action of the Executive Committee at a short session held here yesterday was the appointment of Phillip G. Loucks to look after all NAB affairs until the committee convenes on March 21. Loucks, who was instrumental in shaping up the reorganization plans as counsel to the reorganization committee, will be active administrative head and is charged with keeping the NAB going until such time as the

(Continued on Page 2)

PARADE OF TEN BANDS IN WTAM DEDICATION

Cleveland—New $300,000 studios of WTAM, managed and operated by NBC, will be dedicated tomorrow with parade of ten bands and ceremonies in front of building. Mayor Harold Burton will drive a gold spike into the nameplate of 22-story building officially dedicating it as the NBC Building. Fifteen hundred pigeons will be released symbolizing first method of communication with radio, and 15 bombs will be fired for years of WTAM history. Walter Logan, WTAM music director, will lead the combined bands in dedicatory music.

Dedication programs in evening preceding formal supper dance will

(Continued on Page 3)

Searle Completes Setup In Program Department

Omaha—Completing a program department setup for Central States Broadcasting System, Don Searle, g.m., announced John Schafer will continue as KFOR program director and Lyle DeMoss will have the same job at KFAB.

Jack Hanssen, KFAB-KFOR, Lincoln, and Don Kelley, KOIL, Omaha, will now be responsible for special events broadcasts in their respective cities.

WIND is Picking Up CBS Sustaining Series

Chicago—Ralph Atlass' WIND has committed itself to picking up the CBS sustainer, "Story of Industry," regularly on Saturday afternoons, thereby reviving reports that station will again become regular outlet for network. Leslie Atlass, vice-president of CBS, and Ralph are brothers.

Parents Protest

Rockford, Ill. — Parent - Teacher association here has started a campaign to eliminate undesirable children's programs on the air.

Sponsors are being flooded with letters of protest in which programs of the gangster type are blamed for nightmares and prankish child re-enactments of gangland activities.

Take Your Choice

"High-pressure selling, as much as anything else, will take the country out of the present business recession."—HARRY BOYD BROWN, Philco merchandising manager.

"Insistent and impertinent salesmanship on the air is an affront to the public." — WILLIAM J. CAMERON, commentator of the Ford Sunday Evening Hour.

HOLLINGBERY REP LIST INCLUDES 17 STATIONS

Geo. P. Hollingbery Co. as of yesterday was representing the following 17 stations: WHAM, WOKO, WWJ, WHIO, WEBC, WMFG, WHLB, WREN, WADC, KSCJ, WCOL, WAAF, WEAU, WIOD, WBIG, KTSM and WJDX. WORC and WDRC will be represented by the firm until March 1, when they shift to International Radio Sales.

Harry Martin Creating Radio Script Exchange

A new department known as the Radio Script Exchange is being established by Harry Martin Enterprises of 360 N. Michigan Ave., Chicago, which at present supplies news programs to stations. The idea,

(Continued on Page 3)

Bock Named Press Head In NBC Western Division

West Coast Bureau, RADIO DAILY

Hollywood—Harold J. Bock, for three years manager of the NBC Hollywood press department, yesterday was appointed press manager for the

(Continued on Page 2)

Connie Desmond Named WSPD Production Mgr.

Toledo—Connie Desmond has been made WSPD production manager in charge of all local programs and building of new programs. He formerly was sports announcer and sidewalk interviewer. Jack FitzGerald heads the new public events and special features division.

Church Buys Time on WOW

Omaha—One of the first commercial programs to be sponsored officially by a church organization has just been started by WOW. Contract calls for 26 weekly half-hour shows on Sunday afternoon.

95 CBS STATIONS CARRY SUSTAINER FROM WJR

Detroit — "Motor City Melodies," fed by WJR to the network at 2:30 Saturday afternoon, is now being aired by 95 CBS stations from coast to coast, lake to gulf. Gerald F. Maulsby, assistant director of program operations for CBS, in sending the list to WJR's Eric Howlett com-

(Continued on Page 4)

Elaborate Industry Series Being Launched by WFIL

Philadelphia — Plans for a large scale commercial series, tentatively called "Cavalcade of Progress", to be aired five times weekly for a year with a different sponsor and local industry plugged in each broadcast, are under way at WFIL. George

(Continued on Page 6)

Broadcasting of Records Put Under Ban by Decca

Philadelphia—Decca followed close on the heels of Victor in notifying users of their records that use for broadcasting purposes is illegal. Although Decca is about four months behind Victor in this notification, the

(Continued on Page 6)

Adam Hat Stores Add 200 Shops via Radio

Adam Hat Stores due to extensive radio campaign has added 200 store outlets to its list, making a total of 600 in all. Manufacturer has called a halt on any more outlets being added at this time. Thirty men are now on the road servicing the new dealers. Sponsor is airing the Madison Square Garden fights over the NBC-Blue network on Friday nights.

100,000-Watter for Cairo

Cairo—Egypt plans erection of a 100,000 - watter, the largest in the Mediterranean, to serve the whole near and middle east, according to John Webb, Inspector - General of Egyptian State Telephone & Telegraph Service.

CAMAY SOAP DISK SERIES IS GOING ON 15 STATIONS

Procter & Gamble (Camay soap), through Pedlar & Ryan Inc., on Monday will start a quarter-hour series of disks on 15 stations in New York, Honolulu, Canada and the Pacific coast.

Program, a musical show featuring Allen Prescott, with Joey Nash and others as guest stars, will air Mondays through Fridays.

Sloan's Liniment Spots Started on 3 Stations

William R. Warner Co. (Sloan's liniment) yesterday started a series of spot announcements on three stations (WHIO, WOKO, WDRC). Plugs are aired once an evening, five days a week. Contract runs for eight weeks and was signed by Cecil, Warwick & Legler Inc.

Da Boss

Chicago—From the naturalization office comes this one:

A Chicago musician made application for American citizenship papers, and he was put through the usual questioning which included:

"Who is the President?"

The instrumentalist beamed as he replied:

"Jimmy Petrillo!"

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Feb. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	138½	135	138⅛	+ 2⅞
CBS A	19¾	19⅝	19¾	+ ⅜
Gen. Electric	40⅛	38¾	39⅞	+ ¾
RCA Common	6¾	6½	6¾	+ ¼
RCA First Pfd	50¼	50	50¼	+ ⅞
Westinghouse	97½	94	95¼	+ 2
Zenith Radio	13½	13¼	13½	+ ½

NAB Appoints Loucks In Temporary Charge

(Continued from Page 1)

association functions under the new plan. Until March 21, at least, permanent reorganization parts will be postponed and Loucks has been employed to look after matters in the interim.

This will include legislative affairs that may come up in Congress as well as office and routine details during the temporary period. Executive committee virtually threw everything in Loucks' lap before going home and he will meantime prepare the agenda for the coming executive committee meeting.

Loucks, regarded as a likely possibility for the presidential job at NAB, was for several years managing director of the organization and is an attorney, specializing before the FCC.

Ad Winners on WOR

The winners of the Advertising and Selling awards will parade before the WOR microphone on Thursday, 10:30-11 p.m. Stuart Peabody, advertising executive for the Borden Co. will introduce the winners to the radio audience.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Commentators' Creed

Sam Taylor, Hollywood commentator heard via WHN on Tuesday and Thursday nights, has set down these resolutions for air commentators:

To remember that all stars are human and subject to the same frailties as the rest of us.

To remember that what a star does in his private life is his private business.

Not to suffer the delusion that because a microphone is in front of me, I've been ordained some divine power to sit in judgment of my Hollywood neighbors.

That scandal, cheap sensationalism and news bearing the unmistakable aroma of garbage, are only of interest to people whose minds are geared to the level of a curbstone.

To remember that it is just as easy to lift up—as dig down.

Not to wind up each broadcast with a cynical crack.

To ask myself before taking a dig at a screen luminary for some indiscretion, has my life been so exemplary.

New Shortwave Schedule Goes in Effect March 4

Schenectady — General Electric's enlarged shortwave broadcast schedule, to include use of the two new frequencies recently granted W2XAD by the FCC, will go into effect March 4. Four frequencies will then be used by stations W2XAD and W2XAF in transmitting programs to international listeners.

The broadcasting schedule will be increased by two and one-half hours with the use of the new frequencies. W2XAD, on 21,500 kilocycles or 13.95 meters, will be in operation at 8 a.m.-12 noon; on 15,330 kilocycles or 19.56 meters from 12:30-7 p.m., and on 9,550 kilocycles or 31.41 meters at 7:30-12 midnight. W2XAF, operating on a frequency of 9,530 kilocycles or 31.48 meters, will be in service at 4 p.m.-12 midnight.

Sign Musician Deals

Omaha — Contracts have been signed by Don Searle with the musicians' union for two studio orchestras, one serving KOIL here and one serving KFAB-KFOR, Lincoln.

The KOIL group of four musicians will be headed by Madge West and the KFAB-KFOR group of eight will be led by Irma Perry Cartwright and Milan Lambert.

Raoul Marlo Resumes Series

Raoul Marlo returns to WMCA Inter-City hook-up "Ports of Romance" series on Tuesday, 7:45-8, and weekly thereafter, as romantic adventurer and reconteur.

John Bates Married

John W. Bates, former WOR commercial program manager, now in business for himself, was married yesterday to Ruth MacFarlane at the Grace Church.

Longines-Wittnauer Renews

Longines-Wittnauer Co., through Arthur Rosenberg, has renewed its WOR time signals for another 52-week run.

"Lone Ranger" on KOIL

Omaha—"Lone Ranger," 15-minute ETs, to be aired three times a week by Interstate Bakeries on KOIL.

KLZ "Children's Hour" Establishes Mail Record

Denver—All mail records were smashed here this week when 10,065 listeners responded by voting for their favorites in the KLZ Sunday "Children's Hour," a juvenile amateur broadcast. Votes came from communities in Colorado, Wyoming and Nebraska in the three-day ballotting. Program is sponsored by Olinger's. Winners get scholarships.

Santa Fe R. R. One-Shot On Mutual Next Tuesday

Santa Fe Railroad on Tuesday will sponsor a one-time shot over the coast to coast Mutual network, 6-6:30 p.m. Program will broadcast the ceremonies in connection with the new streamlined train service being inaugurated between Los Angeles and Chicago.

Walter Huston will be the narrator. Program will emanate from KHJ, Los Angeles. The WOR-"Uncle Don," ordinarily heard at this time, will be cancelled out for that evening.

Ralph Edwards Has 9 Sponsors

Ralph Edwards, on CBS only a little over a year, is now one of the busiest announcers on the network, with nine separate sponsors. He handles spiels for Chipso, Vick's, Florida Citrus, Mystic Cream, Ivory, Pebeco, U. S. Rubber, Chrysler and Horn & Hardart.

COMING and GOING

LES WHITE of Les White and Bud Pearson, script writers for the new Nehi "Royal Crown Revue," sailed yesterday to Havana for a short vacation before the program's opening on March 11.

NORMAN FRANKEL, who has been with Houck & Co., advertising agency, Roanoke, Va., returns to New York this week.

NEAL BARRETT, Hearst Radio v.p. and manager of KOMA, Oklahoma City is in the East on business.

LESTER GOTTLIEB, MBS publicity coordinator, en route back from the NAB convention, stopped over in Baltimore yesterday to visit WBAL. After another stop at Philadelphia he will return to New York.

JOHN C. McCORMACK, general manager of KTBS and KWKH, Shreveport, is in town.

S. A. CISLER, KTHS executive, is in New York.

RALPH R. BRUNTON, manager of KJBS, San Francisco, is in town for a few days.

JOHN J. STOREY, manager of WTAG, Worcester, is visiting New York.

EDWARD SPENCER, general manager of Geo. P. Hollingbery Co., returned from the NAB convention yesterday.

HARRY MARTIN, president of Harry Martin Enterprises, Chicago, is visiting New York following the NAB convention in Washington. He returns to Chicago over the week-end.

MARY BOLAND flies to New York from the Coast to appear on Paul Whiteman's program over CBS on Feb. 25, and returns west immediately thereafter.

MAJOR LENOX R. LOHR, JOHN ROYAL and ALFRED H. MORTON of NBC go to Cleveland for tomorrow's dedication of the new WTAM studio building.

POWEL CROSLEY JR. and JAMES D. SHOUSE are expected in New York this week-end from Cincinnati.

JACK ARTHUR is vacationing in Rio de Janeiro until Feb. 28.

JACK ROBBINS, music publisher, and HARRY FOX, general manager of Music Publishers Protective Ass'n, return from Florida next week.

BELLE BAKER returns to New York from Miami tomorrow.

AL SHAYNE is fulfilling a singing engagement in Lakewood, N. J.

Bock Named Press Head In NBC Western Division

(Continued from Page 1)

western division of NBC, it was announced by Don E. Gilman, v.p. in charge of this division. Bock will continue his headquarters here. He replaces Lloyd E. Yoder, who recently became manager of KGO-KPO, San Francisco. Milton Samuel continues to handle the press department in S. F.

CBS AFFILIATE
KLZ
Representative · E. Katz Special Advertising Agency
DENVER

Leads all Denver Stations in Network Commercials

Parade of Ten Bands In WTAM Dedication

(Continued from Page 1)

feature Frank Black with 40-piece symphony orchestra and Margaret Speaks and Mario Cozzi as soloists; and Bob Feller and Tom Manning in a skit with comedy artists, and Stubby Gordon's orchestra. Red network shows will be at 11:30 p.m. and midnight. Lenox R. Lohr, John Royal and Alfred H. Morton will attend the ceremonies from NBC New York.

Electrical Workers Strike

Strike of the Electrical Workers' Union, which called out its maintenance workers in the buildings of Rockefeller Center housing Radio City and all local NBC activity, threw a scare into NBC officials yesterday when it appeared for a time that Local 802 of the AFM might ask its members not to pass the picket lines of Local 3, of the Electrical Workers. Local 802 has its regular board meetings on Thursdays, but official of the union said they had no comment to make on any phase of the possibility of a sympathetic move.

Replacing Conn Program

New Lyn Murray musical novelty, will succeed the Harry Conn CBS Sunday program beginning Feb. 27 at 8:30-9 p.m. Logged as "Musical Gazette," show is designed to present effects of newspaper office in music. Murray takes lead role of "editor"; Barry Wood, baritone, is the "reporter", and Nan Wynn is "lovelorn editor". In addition there will be a girl trio of sobsisters and a male quartet of "cubs".

"KVI Open Forum"

Dedicated to the discussion of local questions and issues currently interesting to Northwest listeners, of KVI, Olympia - Seattle, recently opened the "KVI Open Forum."

Well-known professional, business and political authorities appear on the 15-minute period and discuss subjects of popular interest in their respective fields. Listeners are invited to suggest not only topics for future Forums, but qualified speakers as well.

The series was initiated by Victor A. Meyers, Lieutenant Governor of Washington. Since then, several other prominent Seattlites have appeared.

Boake Carter to Vacation

Boake Carter will leave on a brief vacation following completion of his Philco series. He will return Feb. 28 to start as commentator for General Foods over CBS. Carter's broadcasts will come from a special studio now being constructed at his home in suburban Philadelphia.



MERCHANDISING A CAMPAIGN

By G. PHENDER GREENBURG

Merchandising Promotion Manager, Iowa Network

BY this time it is hardly necessary to tell radio people that air advertising means more than getting a sponsored program on the air. There are retail dealers whose enthusiastic cooperation must be enlisted if the advertiser is to get the full benefit of his radio dollar. There are window displays to be arranged in order to clinch the sale that has already begun when the customer has heard the program. There are allied advertising media which cannot be scorned if the largest possible audience is to be built up for the program before it reaches the air, and maintained after it is in progress.

When Quaker Oats began the new year with an extensive advertising campaign over Iowa Network stations KSO and WMT, using 15 programs weekly on these stations, we set up a procedure of merchandising that campaign. The three daily programs placed on the stations by Quaker Oats were "Margot of Castlewood", "Aunt Jemima" and "Dick Tracy".

Realizing the importance of distribution as well as consumer demand and knowing, also, that unstocked goods don't sell and even ruin future sales, we sent out letters, at the start of the schedule, to 75 leading wholesale houses in Iowa. This letter was addressed not only to the manager, but also to the advertising manager and cereal buyer as well, since all of these executives would be important factors in seeing to it that their salesmen urged grocers to be well supplied with the sponsor's products.

At the same time, a radio bulletin was mailed to more than 1,000 retail grocers, announcing the campaign and urging them to tie-in with their store displays and local advertising. In several instances members of our staff have helped store managers in arranging these displays, furnishing features to dress them up until they are most attention-compelling.

Car cards featuring the show were displayed on 150 street cars in Des Moines. Stories and pictures appeared in the radio pages of the Des Moines Register and Tribune and The Sunday Register, in addition to the regular listings in the radio columns.

Advance announcements were made over the air for several days prior to the start of the programs to stimulate expectancy in a large initial listening audience.

Individual letters with enclosure announcements on the "Dick Tracy" show were mailed to 125 scoutmasters in the Iowa Network area, as well as to junior boys and girls organizations such as the Girl Reserves, Camp Fire Girls, etc.

All three shows are being featured on 13 KSO billboards this month, as well as on movie trailers with sound accompaniment shown in 17 theaters in Des Moines.

Cooperating with the national advertising department of The Register & Tribune, our staff prepared a broadside on the campaign to be used by the Iowa representative for Quaker in contacting the retail trade. These broadsides were also mailed to key wholesalers and jobbers.

A special window display was installed in the KSO reception lobby featuring the romantic show, "Margot of Castlewood"; other displays on "Dick Tracy" and "Aunt Jemima" to follow shortly.

Consistently the Iowa Network's merchandising promotion department cooperates with local men in furnishing material for displays in important retail stores. That such aid is of invaluable assistance in good will and results is the general consensus of dealers interviewed.

And now, to anticipate your questions: do we charge the advertiser for such extensive merchandising of his campaign? We do not. Nor do we hide the cost of merchandising anywhere in the rates. We can afford to absorb merchandising expenditures because we've found over a period of years that it's good business, that we gain far more by such procedure than we ever could by a "pay-through-the-nose" policy of charging every time one of our representatives calls on a local retailer.

When KSO first went on the air about five one-half years ago, one of the first things we did was to establish a merchandising department. Experience of our parent organization, The Des Moines Register & Tribune, had evidenced the wisdom of such a department, and we determined to put ours on a sound basis, too. It was a modest one-man department at first. It has since grown to a staff of four. Although merchandising is planned with the advertiser in some cases, our merchandising is not a prize package. Some advertisers don't even know about it after they're on the air until they're approached by one of our staff or until enthusiastic reports drift in from their local representatives and retail dealers.

This attitude on our part is not entirely unselfish, for in addition to consequent advertising gain and good will, we have found that our stations have grown in stature, right along with the advertisers we have aided. During the past two years, national business on Iowa Network stations increased 138 per cent. Merchandising undoubtedly was a factor in the increase.

Harry Martin Creating Radio Script Exchange

(Continued from Page 1)

evolved by Harry Martin, is to obtain the actual scripts of shows that have been successful on various stations and to market these scripts, along with promotion and merchandising angles employed, to other stations around the country.

Harry Martin, president of the firm, already has contacted a number of stations regarding the plan and reports favorable response.

SMALL TOWN HABITS?

sure they differ • • • one city from another • • • just as neighbors on one street do • • • but their needs are identical with the world • • • in Michigan's eight major markets there are hundreds of these lively communities • • • plus several cities of 50 to 100 thousand population • • • where people prefer their "neighbor" radio station • • • these markets are united as one peoples by • • • •

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

☆ F. C. C. ACTIVITIES ☆

EXAMINER'S RECOMMENDATIONS

KARK: Authority to transfer control of T. H. Barton, be granted.

HEARINGS SCHEDULED

WBAA, Lafayette, Ind. CP to move to Indianapolis. 890 kc., 1 KW., 5 KW. LS., unlimited.

WIP, Philadelphia. CP to increase power to 1 KW., 5 KW. LS. 610 kc., unlimited.

Orrin A. Senzel, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RECEIVED

KRLD, Dallas, Tex. CP to move to Garland, Tex., make changes in equipment and install new transmitter.

Pee Dee Broadcasting Co., Florence, S. C. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

95 CBS Stations Carry Sustainer from WJR

(*Continued from Page* 1)

mented that "it is about the most inclusive I have seen in a long time and indicates the regard in which the program is held." Full studio orchestra, mixed chorus, male octet, the Three Aces and Helen Hadley, soprano, make up the half hour show.

"Mad Hatterfields" Switch

"Mad Hatterfields," comedy script show, will switch time as well as station on Monday, when it will be heard over WMCA at 3:15-3:30 p.m. Show, formerly heard over WHN, will continue to emanate from WLW in Cincinnati, five times weekly. Lennen & Mitchell is the agency.

Meet Technicians' Demands

Shenandoah, Ia.—KMA and KFNF have agreed to meet demands of technicians, members of the ABT, for wage-scales and a 48-hour week. Contracts are to be effective Feb. 1. Pay scales in the agreements are $25 to $35 for technicians and $47.50 to $60 for supervisors.

Canadian Radio Imports

Montreal—Radio receiving sets valued at $532,293 were brought back to Canada from the U. S. duty free by returning tourists during the ten months ended Jan. 31, the Department of National Revenue reports.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
17	18	19	20	21	22	23
24 25	25	26	27	28	29	30

Greetings from Radio Daily

February 18

Vivian Brown — Jimmy Durante
Jacques Fray — Bruce Kamman
Wayne King — Elinore O'Reilly

February 19

Lucille Browning — Bob Cotton
Connie Gates — Eddie Peabody
John W. Swallow

February 20

Richard Himber — Burt McMurtrie
Vera Van



● ● ● **As soon as time is cleared on MBS, X-Mayor James J. Walker starts a 5-times-weekly commentatory series SUSTAINING....Singin' Sam replaces Frank Crumit on the Coca-Cola Song Shop series March 11—with Reed Kennedy of that show doubling on Mark Warnow's Heinz show starting March 6....Buddy Rogers may take over the baton on "Hit Parade" for a short run....A. L. Alexander's True Story Hour has been renewed for 13 weeks starting Feb. 25....Texaco is hearing a twice-weekly transcription series to follow Eddie Cantor—whose first Camel show will come from the Essex House....Ethel Barrymore is being offered in a 30 minute serial called "A Woman Shall Judge" written by Bayard Veiller....Larry Clinton fades on RCA-Victor show next month....Andrew Sisters may split as a trio because Patti has a picture offer to solo for Universal....Disregard all reports on Dick Powell quitting "Your Hollywood Parade." He'll stick until the show fades....Joey Nash has been signed by Procter & Gamble for an ET series twice weekly plugging Camay soap....Harry Conn's "Earaches" fades from CBS Sunday—but the sales dept. is submitting the show to sponsors....Conn has an offer of $1250 weekly to write Cantor's Camel scripts....Louis Sobol will take O. O. McIntyre's space in all Hearst papers beginning Thursday.**

● ● ● *While returning from Paradise Valley on Mt. Ranier, after airing the results of the ski races for KVI, Seattle, chief engineer Jim Wallace's auto was run into by a whimsical driver on the wrong side of the road—and a fender and wheel removed....Staff fotog Barney Elliott, who had been taking pics of the races, grabbed his camera, hopped from the car and snapped some shots clearly showing the other car's wheel tracks in the snow approaching the scene of the collision—on the wrong side....P. S. Wallace collected damage costs without an argument.*

● ● ● **Colonel Jay C. Flippen has been signed to head the summer Gulf series—and Walter O'Keefe will rule the summer Jell-O show with D'Artega's crew....Colored comic Eddie Anderson has been signed for 13 weeks by Jack Benny....The U. S. Government may get sponsored yet! General Foods is very much interested in the WPA "Tish" series via CBS.... Lawrence Tibbett will go to Australia for six months of concerts when he leaves Chesterfield in March....Joe "Banjo-Eyes" Santley has handed in his resignation to Mills Music....Walter Donaldson is reported leaving MGM—and there has been a general shake-up of songwriters there. Lee Mortimer's wife, Una Wyte, opens at the Park Central Tuesday....Harry Richman has four more years to pay up his $1,000,000 annuity policy—poor fellow....Leon Navara follows Howard Lalley (who goes to the coast Feb. 28) into the Dempsey-Vanderbilt....Casualty List: Paul Monroe broke his collarbone falling off a horse on the coast. Kelvin Keech has his arm in a sling after three weeks in the hospital. Phil Baker's Beetle sprained his ankle in Hollywood—yet all are afraid to FLY.**

● ● ● *Virginia Lemont, who left her job as r. e. of the Columbus Citizen to find out if it's true what they say about Dixie, couldn't stay away from the airwaves and is now doing a daily 15-minute show on KOCA, Kilgore, Tex.—on Hollywood news.....Manager Gilbert Marbe of Loew's Ziegfeld theater will change policy of that house on March 1 to single feature and five other screen units....Martin Wales' pretty secretary, Lois Jordan, forwards the news that WIOD, Miami, gave a swell description from the scene of the Jefferson Hotel fire with its mobile transmitter—and after the fire, spectators, guests, hotel owner and firemen were interviewed....NBCasters threw Alan Kent—who resigned to join WNEW—a surprise party. Headed by Graham McNamee, Ben Grauer, John Fraser and Burke Miller, NBC night supervisor, they corned Kent at his home, paddled through a case of Scotch, took him for $13 in a dice game—and presented him with a 25-minute recording of their farewells.*

NEW BUSINESS
Signed by Stations

KQAM, Pittsburgh, Kansas: DX Gasoline; Frigidaire.

KSFO, San Francisco: U. S. Products Corp. (Signet Fruit Juice), "Friendly Homemaker", program, through Long Advertising Service; U. S. Rubber Co. (U. S. Royal Tires), announcements; Luxol Shampoo, ETs, through Milton Weinberg Co.; Dri-Brite, Inc. (Liquid Wax), through Louis E. Westheimer & Co.; Armstrong Cork Co. (Quaker Rugs), "Heart of Julia Blake", ETs. through BBD&O; C. H. Baker Shoe Co., "Hollywood Reporter", through Sidney Garfinkel Adv. Agency.

WNEW, New York: Philip Morris Co. (Paul Jones Cigarets), John Jaeger, commentator, through The Biow Co.; Hampden Sales Ass'n (powder base), "Make Believe Ballroom", through The Biow Co.; Nu-Life Hair Restorer Co., spots.

Downey's Second Foreign ETs

Morton Downey, now appearing at the Casa Manana, has started his second year of broadcasts for Drene Shampoo via transcriptions over several stations in Europe. A new series of 13 discs, 15 minutes each, is now being made by him at the WOR studios, assisted by an 11-piece orchestra directed by Hal Hoffer.

Stations using the discs include those in Paris, Lyons, Luxembourg, Toulouse and Lichtenstein.

Agency is Erwin-Wasey, with Justin Wedell in charge.

Lambertz Succeeds Keese

Dallas—Alex Keese, for more than two years musical director of the "Pepper - Uppers" program on Dr. Pepper Dixie Network, has resigned to assume executive radio duties. He is succeeded by Karl Lambertz, veteran baton wielder and executive in the WFAA musical department.

Program, heard Sundays, is dropping gags and holding to straight musical variety. Irene Day is guest singer next Sunday.

AGENCIES

FLETCHER & ELLIS INC., effective March 1, will be known as Sherman K. Ellis & Co., Inc. There will be no change in the personnel, offices or directors of the company.

THORNLEY & JONES INC., Philadelphia, has been appointed to handle the Pure Oil Co. account.

"ARNO"



2 Year
SENSATIONAL ENGAGEMENT as
GUEST CONDUCTOR
at
SHEA'S Buffalo Theater
Featuring Unusual Musical Presentations
NOW AVAILABLE FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

ORCHESTRAS MUSIC

KEN SISSON, American maestro now conducting "Canada 1938" for the Imperial Tobacco Co. in Montreal, is featuring a number called "Tympani," written by Lionel Shapiro of the New York Times, who is Manhattan correspondent for the Montreal "Gazette."

Larry Clinton, NBC bandleader, will introduce his own composition, "Dipper Mouth," successor to "Dipsy Doodle," on his WJZ broadcast tomorrow at 8.

Buddy Rogers and his band will resume their network activity from Chicago next week with two CBS wires and one Mutual wire weekly. The Rogers band was cut off two weeks ago because of an increase in toll charges.

Zinn Arthur's band resumes its Saturday WHN-WLW wire this week. The Arthur band is also heard on Wednesdays over the same line.

Almost every major swing band has been featuring "ooooOh BOOM!" as a new novelty innovation, but the writer of the tune, whose band is also featured on the networks, hasn't been able to get under the wire with the tune. However, henceforth, all of Mike Riley's broadcasts will feature this new number by the author of "Music Goes Round."

Ted Weems, when he plans a vaude date in Philadelphia soon, will appear on WFIL's "Your Matinee."

Sammy Kaye, the "Swing and Sway" maestro, will offer a special dedicatory broadcast of "The Girl Who Wears the Five Armed Star," official song of Sigma Nu fraternity, during his full hour Saturday Mutual broadcast. The song will be played in cooperation with the national headquarters of the fraternity and its general secretary, Malcolm C. Sewell.

Alec Templeton, blind British pianist, in Chicago to make an appearance at University of Chicago, revealed he will join lineup of Edgar Bergen and Charlie McCarthy, Dorothy Lamour and Herbie Kay at Cocoanut Grove floor show in fortnight.

Orrin Tucker to replace Guy Lombardo at Roosevelt Hotel, Chicago, at end of month. Tucker has been at Edgewater Beach all season.

Vincent Lopez, the piano-playing maestro, is continuing his campaign to make the "Star-Spangled Banner" more singable in the Sunny South. Currently playing at the Jung Hotel, New Orleans, the Lopez band opens at the Royal Palms Club, Miami, on Feb. 25. While in the South, Lopez will give several public demonstrations of his revised version of the anthem.

Bob Crosby is heard five times weekly from his Hotel Penn spot over Mutual and CBS.

Family Bible

"RADIO DAILY is read avidly by each member of my household," writes the well-known announcer Alois Havrilla. "And this includes wife, daughter, grandmother—and the maid!"

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

TEDDY BERGMAN

FOLLOWING achievements as a radio actor, Teddy Bergman recently added production to his activities by organizing the radio division of Sound Masters Inc. He started his new work by producing for audition two interesting programs, "Joe Palooka" (which he created on the radio), with himself again in the title role and Clem McCarthy describing the mythical battles, and "Tony Sarg's Puzzle Parade," to which Bergman gave a directorial touch revealing some new things in blending original music with sound effects.



Assimilated production while an actor.....

Teddy Bergman was born Aug. 20, 1907, and has been a part of the national radio scene for the past 11 years. He has appeared before the microphone in as wide a variety of roles as is possible for one performer to do. He has gone from the serious, heavily dramatic Shylock in Shakespeare's "Merchant of Venice" to the looney tones of his low comedy character "Blubber." He employs 22 different dialects and has worked with such stars as Jack Benny, Eddie Cantor, Al Jolson, Fanny Brice, Rudy Vallee, Joe Cook, Walter O'Keefe, Bert Lahr and Beatrice Lillie, besides being starred in five comedy series of his own.

He is married to Finette Walker, formerly of musical comedy, but now starring in the role of mother to their 20-months-old son Alan.

SAN ANTONIO

Walton Blanton back from St. Louis.

Charles Belfi now conducting special events interviews for KABC.

W. H. Martin has opened Radio Enterprises in Majestic Theater Bldg.

Ted Hills and K. H. Robinson were recent visitors from KTRH, Houston.

WJR, Detroit

The Pine Center Post-Gazzetter will make its appearance at 6 a.m. Monday with Tim Doolittle as editor-in-chief and members of his Pine Center hillbillies as contributors. Tim's advice to advertisers: "Tie yourself to the Post and get results." The idea came from a fan who pined to know about Pine Center.

Duncan Moore will give an inside view of the working of Michigan's famed State Police in "The People's Business" series at 8 o'clock tomorrow night.

NEW ORLEANS

WDSU and WWL will broadcast the Crescent City Open Golf tournament for amateur and pro champions of the world here, with WDSU taking on the entire series and WWL taking part.

Jesse Isaacs is the newest radio voice personality to take the air here, a discovery of Jimmie Willson's New Voices contest series.

WRDW, Augusta, Ga.

W. R. Ringson, manager, and Harvey Aderhold, chief engineer, together with Mrs. Ringson and Mrs. Aderhold, are back from Washington.

Miss Joe Clark, secretary to the manager, is on the job again after a three-day visit with the folks in Orlando, Fla.

Jimmy Davenport, program director, has shifted abode, so he and the Mrs. are making plans for a gala house-warming.

Al Corris is back at work after an attack of laryngitis.

Ben Boeckman has been busy getting things all in readiness for the Annual Poultry Show.

WGES Uncovers Talent

Chicago — Co-operating with National Youth Administration WGES has launched a new program titled Search for Talent under guidance of Program Director Dick Kross which has already produced half dozen actors who have attached themselves to payrolls of bigger stations.

Jerry Lesser in "Valentine"

Jerry Lesser is now playing the role of Mortimer Wells in the Bert Lytell "Alias Jimmy Valentine" show on the NBC-Blue.

GUEST-ING

TOMMY KELLY ("Tom Sawyer"), on Kate Smith Hour, Feb. 24 (CBS, 8 p.m.).

ROBERT NATHAN, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). LADY ETHEL BOILEAU, tomorrow, 8 p.m.; OLIVER LA FARGE, Feb. 20, 8 p.m.; ELMER RICE, Feb. 21, 7:30 p.m.; FRAZIER HUNT, Feb. 22, 8 p.m.

FRANK VAN DYKE, director of Associated Hospital Service, on Public Service Forum, Feb. 20 (WBIL, 8:15 p.m.).

DING, DONG and DELL, vocal trio, with Will McCune's orchestra, Feb. 19 (CBS, 5:30 p.m.).

MARY BOLAND, on Paul Whiteman show, Feb. 25 (CBS, 8:30 p.m.).

MARGARET DAUM, on Victor Bay's "Essays in Music", Feb. 24 (CBS, 10 p.m.).

WARREN WILLIAM and LOTTE LEHMAN, on Bing Crosby show, Feb. 24 (NBC-Red, 10 p.m.).

TALLULAH BANKHEAD, on "For Men Only", Feb. 21 (NBC-Red, 10:30 p.m.).

COMING EVENTS

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

THE SONGBIRD OF THE SOUTH

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

NBC Hollywood Studios Will Have Four Theaters

Los Angeles — New NBC studios here to be designated as "Hollywood Radio City," and which will represent a total cost of $3,000,000 will have four audience theaters of 400 capacity, deemed ideal in size for listener-reaction and applause, and all of the same size to obviate sponsor difficulties on studio selection. The building will occupy about one-third of the five-acre site, leaving ample room for added units as required, as well as for the big barn-like stages the NBC prexy visualizes as being necessary for television broadcasts.

Remodel Vancouver Studios

Vancouver, B. C.—CBC studios here are being remodeled, and equipment modernized. Plan is to make Vancouver one of the big production centers, Major Gladstone Murray, g.m., announced. He said CBC has reached agreement with new Canadian National Hotel at Vancouver regarding studios to be installed there.

WPTF Beacon Installed

Raleigh, N. C.—WPTF's new 1000-watt flashing beacon, manufactured by Crouse-Hinds Co. has been installed on one of the station's transmitter towers located near Cary, 7½ miles west of Raleigh. Henry Hulick, station's technical supervisor, and Alex McKinzie of McKinzie-Separk, electrical contractors, handled the installation.

WCAE Studios Rebuilt

Pittsburgh — Rebuilding of WCAE studios in the William Penn Hotel has been completed. Studios were covered with the latest acoustical material, but during the process at least a dozen windows were blocked out to make the quarters as noise-proof as possible.

WWJ Short-Wave Converter

Detroit — WWJ has been instrumental in marketing of two new converters, transforming any radio set into ultra-high frequency receiver. Devices are easily attached and permit switching to regular broadcast band when desired.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel. Circle 6-5470-1

NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,108,088—Automatic Intercept Two-Channel Radio Receiver. Carl R. Tufts, Detroit, Mich., assignor of one-third to Edwin L. Powell, and one-third to Charles E. Motto.

2,103,091—Cathode Ray Device. Manfred von Ardene, Berlin, Germany, assignor, by mesne assignments to RCA.

2,108,117—Signaling System. Henri Gaudere and Andre P. Pages, Paris, France, assignors, by mesne assignments, to International Standard Electric Corp.

2,108,132—Television Device. Luis A. Lora, Brooklyn, N. Y., assignor to Radio Patents Corp.

2,108,152—Electrical Control Apparatus. William A. Tolson, Westmont, N. J., assignor to RCA.

2,108,154—Receiving Tuning Circuits. Carel Jan van Loon, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,108,202—Detector System. Frederick G. Kelly, Hamden, Conn., assignor to American Telefactor Corp.

2,108,219—Gas Tube Circuit. Leland K. Swart, Mountain Lakes, N. J., assignor to American Telephone and Telegraph Co.

2,108,335—Radio Tuning Control. Albert E. Hedger, Buffalo.

2,108,399—Mounting Device for Tubular Articles. William R. Allen, III, Springfield, Mass., assignor to United American Bosch Corp.

2,108,420—Automatic Tuning Control. Norman M. Thomas, Brooklyn, assignor to Lowe Corp.

2,108,458—Receiver. Jacob M. Unk, Eindhoven, Netherlands, assignor to RCA.

2,108,519—Stem Assembly for Electron Discharge Devices. Paul Weigt, Berlin-Reinickendorf, Germany, assignor to Allgemeine Elektricitats Gesellschaft.

2,108,523—Cathode Ray Tube. Michael Bowman-Manifold, Worplesdon Station, England, assignor to Electric & Musical Industries Inc.

2,108,533—Electrode Assembly. Thomas J. Henry, East Orange, N. J., assignor, by mesne assignments, to RCA.

2,108,539—Electron Discharge Device. Nils E. Lindenblad, Port Jefferson, N. Y., assignor, by mesne assignments, to RCA.

2,108,544—Cathode Heater for Electron Discharge Devices. Wilfred Meyer, Birkenwerder near Berlin, Germany, assignor to Allgemeine Elektricitats Gesellschaft.

2,108,562—Radio System of Fog Landing for Airplanes. Forrest S. Mabry, Springfield, Mass., assignor to Westinghouse Electric & Mfg. Co.

2,108,539—Oxide Cathode More Particularly for a Gas-Filled Discharge Tube. Hendrik Lems, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,108,607—Radio Tuning Device. Nels Nelson, Upper Darby, Pa.

2,108,617—Electron Tube. Fritz Schroder, Berlin, Germany. Assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,108,640—Electron Discharge Apparatus. Carl A. Bieling, Westfield, N. J., assignor to Bell Telephone Laboratories, Inc.

2,108,729—Radio Receiver. Adolph J. Snow, Evanston, Ill., assignor to Sears, Roebuck & Co.

Gets Sound Patent

Chicago—Wesley Wilson, 33-year-old president of the Wilson Lighting Equipment Co., has been granted patent on method of neutralizing sound distortion. Invention is held to be of some importance to radio, recording studios, pictures and television. The method, Wilson claims, will make possible re-recordings of older and less perfect phonograph disks with almost real-life fidelity.

New Short-Wave Power

Schenectady — Increase in power strength to 1200 kilowatts for General Electric's short-wave station W2XAD is hailed here as pointing way toward great improvement in South American reception of short-wave broadcasts from this country. Together with new $120,000-a-year series of foreign programs, established by NBC, complete coverage of South America is envisaged under new setup when used with two new frequencies recently granted by FCC.

Broadcasting of Records Put Under Ban by Decca

(*Continued from Page* 1)

warning if heeded will make it more difficult for broadcasters to buy disks.

Decca's ban also applies to Champion, Gloria, Odeon, Parlaphone and Decca English made. This will probably hit hardest those stations who have signed with NAPA, namely WPEN, WIP, and WDAS.

The letter sent to broadcasters warns of threatened suit and claim for damages if ban is not upheld. Company also claims property rights in records produced by them as well as do the artist members of NAPA.

Elaborate Industry Series Being Launched by WFIL

(*Continued from Page* 1)

Jaspert, local sales supervisor, evolved the idea. He claims that salesmen have been surveying the situation for a month and have a list of over 100 prospects.

A city-wide contest will be launched among high schools to select a permanent title for the series.

Spencer Allen at KTAT

Fort Worth—Spencer Allen, former program director at KOAM in Kansas, has joined KTAT in charge of the daily INS news broadcasts, a new feature on the station.

GE's Ultra-Shortwaver Starts Operation Monday

Schenectady — General Electric's new ultra-short-wave radio transmitter erected on top of the state office building in Albany will officially inaugurate its broadcast schedule Monday night. New station, W2XOY, will operate on a frequency of 41 megacycles or 7.31 meters with a power output of 150 watts. It will be on the air four times each week.

New W1XK Antenna

Boston—Westinghouse International Broadcast Station W1XK has placed in operation a new directional rhombic antenna beamed on Capetown, South Africa, and expected to greatly improve service to all of that area. New antenna comprises four 60-foot wood poles arranged in diamond form, 205 feet on each side. Resultant power gain is 20 times, thus giving effective beam power of approximately 120 Kw.

Antenna will operate on 9570 Kc. and time of operation is from 6 a.m. to 5 p.m. From 5 p.m. to 1 a.m. non-directional horizontal doublet antenna will be used.

New School Recorder

Seattle — New recording machine, designed to eliminate phonographic sound of reproduction, has been developed by Philip A. Jacobsen, director of the campus radio studios of the University of Washington. Machine will be used to record lectures and special school programs, the disks to be sent to stations throughout state for educational broadcasts.

"GIVE ME *City*"
Pick up your phone and express the preference of discriminating advertisers who appreciate fine craftsmanship.
CITY
PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone . . . . . COlumbus 5-6741

Chicago

AL AVERY is a new announcer at WIND, replacing Jack Peyser, who left to do free lance work.

Arch Oboler, author of "Lights Out" and those sketches for Lucky Strike on "Your Hollywood Parade," is here from Hollywood for week-end visit with dentist.

Mary Gruszynska, WCBD, contralto, celebrated five years of warbling at station this week. She was winner of Rosa Raisa scholarship half dozen years ago.

Marion Jordan's (Molly McGee) physician reports that her complete recovery in near future is assured. She's still in hospital for treatment following nervous breakdown.

Joe Taylor of WLS Kentucky Girls is taking some time out because of mumps. Edythe Dixon, publicist for same station, laid low with throat difficulty.

Jack Hurdle no longer is handling production of "Betty and Bob" for Blackett - Sample - Hummert on the Gold Medal hour. Courtenay Savage has taken over; Ed Morse handling "Arnold Grimm's Daughter" on same hour.

George Kercher of Edward Petry staff making a swing northwest including stops at Minneapolis and St. Paul.

Esther Ludwig of NBC continuity staff to Florida for a fortnight's vacation.

Bill Irvin, radio editor of the Daily Times, is back from Florida and Cuba with a lot of color movies.

COLUMBUS, O.

Bob French, WHKC newscaster and program director, renewed by his sponsor for fourth year.

Gene Kent, WCOL continuity writer, has composed a waltz theme song for the Karmeen Quintet. "Dream Idyll" is the title of both program and song.

WHK-WCLE, Cleveland

Gene LaValle starts a new series of 8:30 a.m. "Reminiscing" shows on WHK, sponsored.

Ina Ray Hutton and her girl band will appear on WHK when they play the Hotel Cleveland Ballroom Feb. 25.

Jimmy Ague starts "Music for Madam" on WCLE.

Another network show, "Sunday Matinee," with Bernie Cummins on the first show and Ted Weems thereafter, will be heard in transcribed form starting Feb. 27.

WSPD, Toledo

Elsa Clement, soloist, is starting a school of voice culture.

Marilyn Maynard, singer in the New Secor Hotel Parisian Room, and who was married last week, has started a five-weekly series at 1:45 p.m.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WCAU—Philadelphia

1170 *Kcs.—50,000 Watts, Full Time, National clear channel*

WCAU BROADCASTING CO., Owner
DR. LEON LEVY, President and General Manager
ROBERT A. STREET, Commercial Manager

ON Feb. 10 of this year, WCAU celebrated the fifth anniversary of its studio building, which was dedicated by former President Herbert Hoover in 1933. This was the first building of its kind to be designed and constructed exclusively for broadcasting. Since the opening of the building many additions and improvements have been made, including two additional studios and an auditorium-studio on the second floor with a seating capacity of two hundred and fifty.

WCAU was founded in 1922, then operating on 250 watts and located at 1936 Market Street. In 1924 the transmitter was moved to the Hotel Pennsylvania and the power increased to 500 watts. In 1927 the general offices of the station were moved to 1940 Market Street and the next year the transmitter was granted an increase in power to 1,000 watts and moved to Byberry, Pa. In 1929 the power was increased to 10,000 watts, and new studios were constructed at 1321 Arch Street.

In 1931, the Federal Radio Commission granted a construction permit to the station for a 50,000-watt transmitter which was completed and dedicated on October 2nd, 1932, by Gifford Pinchot, then Governor of Pennsylvania. WCAU is the only 50 Kw. station in Philadelphia and serves 29 counties in Pennsylvania, nine in New Jersey, seven in Maryland and all of Delaware.

The WCAU Broadcasting Co. also operates the following short wave transmitters, W3XAU, W3XIR, W3XEO, W3XHW. Have been members of Columbia Broadcasting System since the beginning of the network.

In addition to Dr. Leon Levy as president and general manager, and Robert A. Street, commercial manager, staff heads include Stan Lee Broza as program director; John G. Leitch, technical supervisor, and Kenneth W. Stowman, public relations director.

☆ Programs That Have Made History ☆

WATL's Castleberry "Riddle-Man"

AN epidemic of "Riddles" has broken out in Atlanta, according to Maurice C. Coleman, manager of WATL. It has resulted from the new and novel Castleberry "Riddle-Man" program broadcast over that station Monday through Friday at 11:45 a.m.

While old and young in Atlanta are now playing "Riddle-Me-This," the office of the Southern Bell Telephone Co. in that city was confronted with a real big "riddle." Its boards were so congested, not only during the program, but for one hour after its conclusion, as to make necessary the employment of a complete crew to restore normal service. Fire department, hospitals and delivery services were "tied in a knot" until the telephone company arranged with WATL for a direct service from a special manual control board for exclusive private use by the "Riddle-Man."

The program, now in its third month consists of riddles asked over the air, with the allowance of a definite number of minutes to answer each riddle over the telephone. If any riddle is not answered within the given time, another one is asked. Joe Hill, WATL announcer who handles the program, has a special phone set-up in the studio through which he answers the phone over the air and then asks the next riddle.

All who telephone in correct answers receive a certificate for a free can of the sponsor's product. Winners "cash in" awards at their neighborhood grocery, which makes it necessary for all grocers in Atlanta to stock a complete line of Castleberry's Food Products.

Another important and attractive feature of the program to Atlanta housewives is that weekly a French Fryer or a Marvel Cooker is awarded for the best riddle sent in on the back of a Castleberry label or facsimile.

Wonderfully successful for the sponsor, the "Riddle" program created, temporarily, real "headaches" for two. Maurice Coleman had to strive hard to convince the telephone company that the station was not intentionally "riddling" it. In fact, he has spent so much time at the telephone company' offices "ironing out" complaints that he feels he is entitled to be on their payroll.

Portable Displays

Sponsors of foodstuffs using WLAC, Nashville, get the benefit of two portable displays placed on the floor of stores handling at least 16 products advertised over the station. The display, 5x7, must be filled with radio-advertised products from the shelves of the store showing the Market Guide. Daily spots advertising where the Guide may be seen are aired without charge. Edwin Gleaves, merchandising manager of WLAC, plans a contest in connection with showing of the Guide.

Los Angeles

HAROLD J. BOCK, newly promoted from Hollywood press manager to Western Division press manager for NBC, is one of the youngest division managers in NBC. He is still under 30 years old. Bock joined NBC in 1930 and was at one time in charge of the news bureau at San Francisco as well as with Don Lee System.

Mary Boland is making a special trip to New York to appear as guest on Paul Whiteman's program over CBS on Feb. 25. She has just finished a film comedy with Ernest Truex called "Mama Runs Wild".

The CBS press department tells this one: A 10-year-old boy, determined to find out what "Beetle" looks like, waited outside the stage door of the CBS Playhouse where Phil Baker's program was being broadcast and asked every person that emerged, "Are you Mr. Beetle?" A policeman watched from nearby with growing amusement until Mrs. Baker came out with her son Stuart, 4. The 10-year-old was about to turn away when the policeman said to him, pointing to little Stuart, "That little boy there, that's Beetle." The youngster snarled. Then with a quick thrust he kicked the policeman in the shin and scampered into the crowd.

NASHVILLE

John Campbell and Arthur Omberg, WSM engineers, attended conference in Columbus, O.

WSIX staff gave housewarming for newlyweds Joe Hill Calloway Jr., announcer, and Glanna Dodson, pianist.

Jack Harris, WSM chief announcer, addresses Tenn. Educational Ass'n on "Adapting Speech to Radio".

Bob Chaudoin now in charge of WSIX programs, replacing Harold Russey, who left.

WIOD, Miami

Jack Dempsey appeared on Dorothy Dey's gossip broadcast.

Retta Revell, daughter of Neighbor Nell, returns to WIOD after NBC engagement.

Annual Miami-to-Nassau Yacht Race gets under way in sea so rough that WIOD remote broadcasting equipment has to be double lashed to the deck of the Cruiser Helen, and Sailor Sam Parker, special events announcer, feeds the fishes.

Hal Leyshon, vice-president and general manager, used plane for NAB Convention trip.

Earle Barr Hanson, musical director, is playing with his band at the Miami Beach Kennel Club and broadcasting through all three local stations.

Mannie Gates and his boys broadcast through WIOD for the West Flagler Greyhound Track.

OKLAHOMA CITY

John Straiton, KOMA engineer, in Norman Hospital as result of auto accident.

Wilber S. Lukenbill, KOMA continuity chief, doing Roger King, Man-on-the-street airings.

Cecil Kirkland, young baritone, signed for Mellow Memories on KOMA. Orch. for spot under direction staff conductor Herman C. Chaney.

KTOK feeding Ralph Webster's Orch. from Blossom Heath to the Oklahoma Network four times a week.

WTMJ, Milwaukee

Lee Laetyn, who got her start at WTMJ, and now is featured singer with Louis Panico's NBC band, came home with Louie for a one-night at Eagles Ballroom and a broadcast over WTMJ.

Announcer Warren Mead is doing the emcee chores on the new "Quizzer" programs nightly at 10:15.

Johnny Olson has withdrawn from the ork business to devote all his time to his tri-weekly "Rhythm Rascals" shows for Penn Tobacco Co. Stephen Swedish, well-known band leader, takes over Johnny's ork at Futuristic Ballroom.

KYA, San Francisco

Jimmy Walsh and his orchestra will be heard at regular intervals from Sweets' Ballroom in Oakland.

Musical Director Walter Rudolph has made a change in personnel of Trio Celeste, instrumental group. It now consists of Jack Seltenrich, pianist; Hubert Sorenson, violinist, and George Rogovoy, cellist.

Betty Bell, traffic manager, resigned recently for a post at the Hotel St. Francis. She was succeeded by Josephine Avis, formerly assistant traffic manager.

New daytime hostess is Francis Pike.

ONE MINUTE INTERVIEW

LENOX R. LOHR

"Radio's peculiar problems make outside censorship impossible. Radio has script changes until the moment a show goes on the air, so no board such as motion pictures have could possibly function. There can be no 'freedom of the press' in radio. That means freedom of the publisher to print what he desires. We must take exactly the opposite stand. Radio cannot editorialize. But we do have freedom of opportunity for discussion. We try to see that both sides of every controversial public question will be heard by the public."

☆ Coast-to-Coast ☆

GLENN DARWIN, 25-year-old baritone protege, was suddenly called upon to sing the part of Aaron Burr in Walter Damrosch's opera, "The Man Without A Country" at the Metropolitan Opera House last night. Other members of the company were selected from the former winners of Metropolitan Auditions of the Air. Darwin was selected for the role on short notice when Donald Dickson, another young "Metropolitan find," became ill. He had never sung the role before and had less than two days to learn and rehearse it.

David Lowe is setting some kind of a mail pull record on WNEW with his movie gossip broadcasts, the station reports. Over 13,000 letters a week for a three-a-week 15-minute period on one local station is impressive.

Allen Prescott's "Wife-Saver" series, via WOR-MBS, will have Joey Nash as its first guest star Monday. Various other radio luminaries will appear at each broadcast.

When Elinor Sherry, WOR songstress, guests on Hammerstein's Music Hall some Friday next month, she will sing a swing version of the "Glow-worm," in observance of the 30th anniversary of its introduction in this country by her mother, Maybelle Fisher. Miss Fisher first sang the song in 1908 in Hammerstein's Victoria Theater.

The surrealist movement, confined mostly to art and the legitimate drama, now makes a stab at radio with the presentation on WMCA of a specially adapted version of the surrealist comic fantasy "The Man Who Ate The Popomack," to be heard tomorrow afternoon at 2-2:15. Houseley Stevens Jr., brother of Onslow Stevens, and Virginia Campbell will play the leads.

"I now pronounce you man and wife" is a serious matter in the Bronx. "Should a Mother Tell," running serially on the Jewish Women's Hour under the direction of Abe Lyman over WBNX, developed a romance and the hero and heroine were wed. The radio audience voiced their approval with 208 congratulatory telegrams, 1,600 pieces of mail, and one hotel in Lakewood, N. J., proffered the bridal suite for one week with all expenses paid.

Although the gala benefit concert of the American Guild of Musical Artists this Sunday evening in Carnegie Hall will not go on the air because of network commitments of the various participating artists, Lawrence Tibbett, the Guild's president, made a spot appearance on Lowell Thomas' NBC broadcast last night. Tibbett, who with Helen Jepson will sing several of George Gershwin's "Porgy and Bess" songs at the benefit, related a few humorous opera anecdotes and explained the work of the Guild, which represents opera and concert artists who are attempting to remove certain unfair practices, regarded as mutually objectionable by concert managers and artists, that have arisen from new outlets and new sources of income for musical artists in this country.

Jerry Bush, captain and star forward of the St. John's University basketball team, will be guest of honor of Jocko Maxwell, sportscaster over WLTH, on Saturday at 6 p.m.

The cause of better understanding between Christians and Jews as promulgated by the National Conference of Jews and Christians, through its annual Brotherhood Day observances during the week of Washington's Birthday, Feb. 20-26, will be furthered this year by broadcasts over the three major networks. Stars of the stage, screen and air such as George M. Cohan, Lawrence Tibbett, Paul Lukas, Rupert Hughes, Andre Kostelanetz, Deems Taylor, Al Shean and Edwin C. Hill are among the artists who have volunteered their services.

Northwest radio people are taking an interest in the recently formed Northwest Ass'n on Radio in Education, Olympia, Wash. Dr. Francis F. Powers of the College of Education is president of the group, which resulted from a meeting at the University of Washington a fortnight ago. Commercial radio folk who attended included James Wallace, KVI; Willard Warren, KOMO-KJR; Robert Priebe, Robert McCaw and Theodore Bell, KRSC; Henry Norton and Loren B. Stone, KIRO, and Rogan Jones, KVOS-KPQ.

Helen Bryan, Harold Davis, Robert La Salle, Mary R. Swift and Fira Less will appear in "An Evening of Monologs" by Anna Gordon to be held March 3 in the Hotel Barbizon. Robert E. Novak of the Armstrong Players is handling the event.

Bob Carter's forthcoming book, "Handbook for Novice Announcers," will have a foreword by Graham McNamee and Ted Husing. Carter is chief announcer at WMCA.

PHILADELPHIA

Dawn Fredricks is singing with the Bobolinks over KYW.

The Eight Bells show heard over WIP for the past two years, gives way to the new hour of the Happy Valley Mountaineers, with Howard Jones as announcer.

The Tell Sisters and Bert Balus are now on a program of their own over WIP.

Horace Feyhl, production chief of WCAU, recently returned to announcing and won a bet from his staff when he announced a musical number without speaking — by just whistling.

Charles Stahl, former g.m. of WPEN, is now doing radio production work and writing scripts for radio use.

The Graham Sisters are vocalizing over WIP.

Murray Arnold's "Tom Rodcap" over WIP is now on for a half hour nightly instead of 15 minutes.

Paula Markham is now heard on the "Dorothy Dix Column of the Air" via WHAT.

Norman Sickle of KYW, besides writing scripts, finds time to act in them.

The program of Louis J. Lewis called "Meet Yourself" is now being aired over WPEN and WIP.

Florence Bendon is being heard with the organ tunes of Mills Spooner over WFIL.

WPG, Atlantic City

New A. C. Daily World program, featuring songstress Maileen Glorious with staff ork, starts Monday at 5:30 p.m. Joseph Terlitzky, violinist, will conduct.

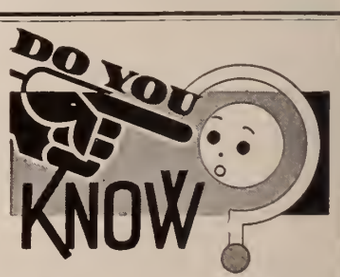
Margaret Keever, program director, with Irene Montz and Rodney Fitzsimons, vocalists, will be featured in Torrey McKenney's annual society show at Warner Theater on Feb. 26. Florence Peterson and Dorothy Stuppy, members of Ethel Rattay's Wednesday broadcast from Steel Pier Theater, will make their initial appearance.

WPTF, Raleigh

"Swingtime Varieties," half - hour studio show with Gordon's Pennsylvanians, currently at the Hotel Sir Walter Raleigh, and Clay Daniel, singer, debuts Sunday at 5.

Richard Mason, manager, recently addressed N. C. State College students on "Radio Advertising."

Sam Liles, transmitter engineer, is vacationing in Florida.



Ken Sisson, who directs the "Canada 1937" program, largest network show in Canada, is the only American on the program.

STUDIOS PRODUCTION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

TELEVISION SPONSORS

VOL. 3, NO. 36 NEW YORK, N. Y., MONDAY, FEBRUARY 21, 1938 FIVE CENTS

8-Million Tax Seen in State Bill

WBRK, PITTSFIELD, MASS. DEBUTS AS CBS AFFILIATE

Pittsfield, Mass.—WBRK, new local station owned and managed by Harold Thomas, made its debut on the air yesterday with a dedicatory program including Congressman A. T. Treadway and other speakers of national and local prominence. Station is a 250-watter on 1310 kcs., affiliated with CBS, and will operate 6 a.m.-1 a.m. daily.

Staff additions include Robert H. Burbank, handling news and public

(Continued on Page 6)

British Television Sets Good for Three Years

London—Fear that television sets now available to the public will be obsolete in a short time has had a serious effect on sales in Britain. An official announcement, issued to remove this doubt, says there will be no substantial alteration of transmission standards for at least three years.

A more definite assurance is regarded necessary, however, before

(Continued on Page 2)

Municipal Operation Shows Profit for WPG

Atlantic City—Municipal operation of WPG proved profitable in 1937 to the extent of $864.14, according to annual report submitted to Mayor C. D. White by General Manager Norman Reed. Income of the station for the year was $105,595.91. Actual

(Continued on Page 2)

John Blair Gets WOKO

Albany—John Blair & Co. becomes national rep for WOKO starting March 1. Station, of which Harold E. Smith is g.m., is the local CBS outlet.

No Paper Tomorrow

Due to the George Washington Birthday holiday, there will be no issue of RADIO DAILY tomorrow.

GRIFFIN CO. CAMPAIGN ON SOUTHERN STATIONS

Griffin Mfg. Co., through Berminham, Castleman & Pierce Inc., on Feb. 28 will start a series of quarter-hour shows on WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; WWL,

(Continued on Page 6)

Thomas L. Stix Heads Eshleman Radio Dept.

Thomas L. Stix, formerly vice-president of Henry Souvaine Inc., has joined the Benjamin Eshleman Co., Philadelphia, to organize and head its radio department.

Joachim Joins Buchanan As V.P. Handling Radio

Chicago—M. H. H. Joachim, pioneer radio commentator and producer, has joined Buchanan & Co. as vice-president in charge of radio, it is announced by Louis A. Witten, vice-

(Continued on Page 2)

FCC Oral Hearings Off

Washington Bureau, RADIO DAILY

Washington — All oral arguments scheduled to be heard by FCC this week have been cancelled. Reason for sudden action is the complicated hearings now in progress on the request for increases in rates by Western Union and Postal Telegraph.

Proposed Measure Placing Radio Under Public Service Commission Has Far-Reaching Authority

Albany — About $8,000,000 is expected to be collected in taxes under the bill filed by Senator John T. McCall whereby the Public Service Commission would take over supervision of radio stations and corporations, RADIO DAILY learns. In addition, bill would make radio a public utility and subject it to a 1 per cent tax on receipts for unemployment purposes.

Harold E. Smith, g.m. of WOKO-WABY and legislative chairman of

(Continued on Page 2)

WALTER HUSTON TO STAR IN ARCH OBOLER SERIES

Chicago—Walter Huston is shortly to go on air in half-hour dramatic series adapted from Arthur Train's Mr. Tut series in Satevepost, Arch Oboler revealed here. Oboler is doing the scripts with the aid of Huston at his Lake Arrowhead home but declined to reveal sponsor. Oboler, who has done 13 weeks of dramatic sketches for Lucky Strike's "Your Hollywood Parade," is severing connection with that show.

Four Mutual Stations Added by Allis Chalmers

Allis Chalmers on Saturday began "Refro Barn Dance" on four MBS stations (WLW, CKLW, WHK, WHKC), 7-7:30 p.m. Program originated from WLW.

Series will run for 20 weeks. The NBC program which starts March 12 will supplement this half-hour. Russell M. Seeds, Chicago, placed the account.

Canned Salmon Drive

Seattle — New radio campaign for the Canned Salmon Industry being handled by local office of J. Walter Thompson Co. is getting under way in a large number of cities, with first highlight being Canned Salmon Week, March 4-12.

J. B. WILLIAMS SHOW GOES COAST-TO-COAST

J. B. Williams Co., through J. Walter Thompson, has signed for the coast-to-coast facilities of Mutual for its "True or False" program. Show now heard on WGN, WLW and WOR, adds WAAB and CKLW on Monday and KFRC, KDB, KGB and KHJ on March 7.

WLW Line Discontinued At WFIL, Philadelphia

WLW Line wire into WFIL, Philadelphia, has been discontinued. Station, however is continuing its affiliation with Transamerican on transcriptions and other services. Inasmuch as there were no commercials being fed to WFIL on the line, station did not lose any revenue. Sustaining service via NBC or Mutual more than supplies the station's needs for this type of service.

☆ THE WEEK IN RADIO ☆

. . . NAB Cleans the Slate

By M. H. SHAPIRO

ON Monday, Tuesday and Wednesday, at the Willard Hotel in Washington . . . smoothest convention in NAB history brought about approval of the reorganization plan without a hitch. The type of men selected for the board of directors of 23 gave evidence of progressive moves . . . rather than reactionary . . . Phil Loucks was entrusted with holding down the bag until March 21, when the executive committee convenes to hire a paid president, who in turn will pick his secretary-treasurer and other department heads . . . job has no angles that Loucks is not well acquainted with . . . and many members would like to see him there permanently . . .

IRNA final adjustments are about due with but six stations being unsigned, or rather not in line for any immediate settlement . . . Special Advisory Committee of the IRNA will disband, perhaps later this week af-

(Continued on Page 2)

Canada-U.S. Tax

Montreal — Replacing of the radio set licensee fee by a tax on U. S. radio programs and transcriptions coming into Canada was suggested as a possibility by Christopher Ellis, CFCF commentator, in addressing the Westmount Rotary last week. He pointed out that there is a tax on advertising in magazines coming into Canada.

CBC Data Refused

Ottawa — House of Commons voted 140 to 52 to refuse to make public data on CBC's advertising contracts with U. S. radio chains. Government's position is that CBC is an autonomous body and data on its rates, salaries, contracts, etc., can only be had through a special committee to be set up by the House, should members demand it.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*Saturday, Feb.* 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137¾	136⅞	137¾	+ ¾
CBS A	18¾	18¾	18¾	— ⅝
Gen. Electric	41	39¾	41	+ 1½
RCA Common	6¾	6⅝	6¾	...
RCA First Pfd.	51	50¾	51	+ ½
Stewart Warner	9⅝	9⅝	9⅝	+ ¼
Westinghouse	96½	94	96	+ 2¾
Zenith Radio	13¼	13¼	13¼	..

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	...

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

Bowes Salutes Florida On California Program

On his program dedicated to Oakland, Cal., last week, Major Edward Bowes interrupted the "Amateur Hour" proceedings to announce: "I wish to salute the new station, WJNO, in West Palm Beach."

Shep Fields Doubling

Shep Fields' Rippling Rhythm orchestra is currently making a personal appearance at the Chicago Theater, Chicago. The picture being presented is "The Big Broadcast of 1938," in which Shep and his orchestra also appear. The combination is drawing big.

Stoopnagle and Budd Split

Comedy team of Stoopnagle & Budd has agreed to split up and go it alone. Nelson Hess will continue to represent the boys as individuals.

More Power for Your Job!
WABY
ALBANY, N.Y.
NEW EQUIPMENT... NEW PUNCH!

☆ THE WEEK IN RADIO ☆

. . . NAB Cleans the Slate

(*Continued from Page* 1)

ter an exchange of contracts now being held in escrow . . . Sales Directors of the NAB held quite a meeting of their own, with many common problems taken up . . . assurance was there that they would be looked after in the future activity of the NAB . . . Facsimile developments also came in for a conference among those interested . . . Walter Damm of WTMJ, being somewhat of a pioneer in this field of experimentation, is looking far ahead . . .

Eight agencies placed nearly 60 per cent of the 1937 NBC business . . . Blackett-Sample-Hummert, J. Walter Thompson and Lord & Thomas as being the first three in point of gross billing . . . Early balloting seemed to indicate that AGRAP would vote for an affiliation with the CIO . . . Canadian Broadcasting Corp. issued a statement at the close of the three-day Canadian broadcasters' convention to the effect that eventually the CBC would go non-commercial and leave the field to the private outlets . . . Two bills affecting radio are introduced in Albany . . . .

Senator Herring of Iowa plans to ask for a three-man review board amendment to the FCC Act . . . some 95 stations are now carrying the sustaining program entitled "Motor City Melodies," originating at WJR and fed to CBS network Saturday afternoons . . . H. Allen Campbell, g.m. of the King-Trendle Broadcasting Corp., was made treasurer of the company . . .

Speeches heard at the NAB convention made good news copy, but were nothing to scare the broadcasters . . . FCC Commissioner T. A. M. Craven upheld private operation and the present system, and came out against "reforms" . . . Chairman Frank McNinch warned against a possible investigation and tabooed liquor advertising . . . Senator Wheeler of Montana, sounded a warning against permitting monopolies in radio . . .

State Radio Tax Seeks $8,000,000 Annually

(*Continued from Page* 1)

the N. Y. State Broadcasters committee, is not expected back from Florida before the end of the session. Meanwhile members of the committee are going into the situation.

Examination of the printed bill, which takes up 21 pages, shows that radio corporations will be required to file annual reports at a time and covering the yearly period fixed by the commission; that the commission shall have power to examine all books, contracts, etc.; that commission may establish a system of accounts to be used; that commission has power to adjust rates, regulations and practices of radio stations; that permission must be obtained from the commission before any construction work is begun; that stocks and other financing must be approved by the commission, etc.

The act, if put through, would take effect July 1.

British Television Sets Good for Three Years

(*Continued from Page* 1)

the average Briton will plunge $200 or more on a set under present limited transmission hours.

An hour's program on Sundays, and an additional half-hour weekday evenings when possible, will be started April 3, according to Gerald Cock, BBC director of television.

Labor Exec for WEVD

George Field has resigned as assistant executive secretary of the American Labor Party to become program director of WEVD, it is announced by Henry Greenfield, managing director of the station.

Municipal Operation Shows Profit for WPG

(*Continued from Page* 1)

operating expenses were $104,731.77. Figures were a big improvement over the $7,496.56 loss in 1936 as well as the higher yearly losses during its CBS operation for five years. Advertising returns totaled $105,595.91, against $45,507.79 the previous year.

Joachim Joins Buchanan As V.P. Handling Radio

(*Continued from Page* 1)

president heading radio. Joachim, whose last radio series was "Your Unseen Friend" for Personal Finance Co., will devote his entire time to building new shows for western advertisers as well as assisting accounts now serviced through the agency's local office.

Griffin Co. Auditions

Griffin Mfg. Co. late Saturday night auditioned Ray Heatherton, Budd Hulick, Joe Sodja, David Ross and Bunny Berigan's orchestra for a new show. CBS Artists produced the program. Bermingham, Castleman & Pierce Inc. is the agency.

Grace Moore on Tour

Grace Moore, who on March 30 will start a 13-week series for Chesterfield, left New York yesterday for a six-week concert tour.

KMMJ
Clay Center, Neb.
The favorite family station

COMING and GOING

STANLEY E. HUBBARD, president and general manager of KSTP, St. Paul, and WILLIAM J. SCRIPPS, head of WWJ, Detroit, were New York visitors over the week-end, following a sojourn in Florida and a look-in at the NAB convention. They have now returned to their respective headquarters.

BIRT F. FISHER, manager of KJR and KOMO, Seattle, and MRS. FISHER are vacationing in Havana. They will embark for home today aboard the Pennsylvania via the Panama Canal.

ELIZABETH HART of WORL, Boston, was a New York visitor late last week.

LEWIS ALLEN WEISS, general manager of the Don Lee network, is in town.

EDWARD Y. FLANIGAN, commercial manager of WSPD, Toledo; EDWARD B. CRANEY, manager of KGIR, Butte, and F. C. EIGHMEY, manager of KGLO, Mason City, Ia., are in town after attending the NAB convention.

LOWELL THOMAS sojourned to Quebec last Friday and did his NBC broadcast that night from the Canadian province.

ERNA PHILLIPS was in New York from Chicago over the week-end for conferences with Pedlar & Ryan and Compton execs regarding "Road to Life" and "Guiding Light."

JACK LAVIN left for St. Louis on business trip Friday night. He returns the middle of the week.

JOHN CLARK and EMANUEL ROSENBERG, president and executive vice-president, respectively, of Transamerican, will return to town today.

ELEANOR (PAT) HURLEY, secretary to G. W. Johnstone, WOR public relations counsel, returns today from the three-week Florida vacation.

FRED ALLEN was a Boston visitor last Friday.

ALVIN AUSTIN is back from Los Angeles, where his advertising agency recently opened a new office which he will personally direct.

WILLIAM SCHUDT JR., manager of WBT, Charlotte; HAROLD FELLOWS, manager of WEEI, Boston; KELLY SMITH, general manager of Radio Sales, Chicago; MERLE JONES, manager of KMOX, St. Louis; JOHN McCORMICK and BILL WILLIAMSON, manager and sales manager, respectively, of WKRC, Cincinnati, are in town visiting the CBS headquarters.

ARTISTS MANAGEMENT
Presents
PAUL WHITEMAN
ON
Chesterfield
CBS Network
Fridays, 8:30-9:00 P.M., EST.
All Paul Whiteman Engagements Booked EXCLUSIVELY by Artists Management
17 E. 45th ST. N.Y.C. MU 2-1888

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

Feb. 21: Clinton Broadcasting Corp., Clinton, Ia. CP for new station, 1310 kc., 100 w., 250 w. LS. unlimited time.

Burlington Broadcasting Co., Burlington. CP for new station, 1310 kc., 100 watts, unlimited time.

WBLY, Lima, O. Voluntary assignment to Fort Industry Co. 1210 kc., 100 watts, daytime.

Feb. 23: KPAC, Port Arthur College, Port Arthur, Tex. CP to change frequency, increase power to 1350 kc., 1 kw., unlimited time.

EXAMINERS' RECOMMENDATIONS

Martin R. O'Brien, Aurora, Ill. CP for new station, 1250 kc., 250 watts, daytime, be granted.

Carl Latenser, Atchinson, Kan. CP for new station, 1420 kc., 100 watts, daytime, be granted.

Voice of Detroit, Detroit. CP for new station, be denied.

Cadillac Broadcasting Corp., Detroit. CP for new station, be denied.

WWPO Inc., Pittsburgh. CP for new station, be denied.

Times Printing Co., Chattanooga. CP for new station, be denied.

APPLICATIONS GRANTED

Beaumont Broadcasting Ass'n, Beaumont, Tex. CP for new station, 1420 kc., 100 watts, unlimited.

Mervel M. Valentine, Laredo, Tex. CP for new station, 1500 kc., 100 watts night, 250 watts-LS, unlimited.

No Copyright Action

Washington Bureau, RADIO DAILY

Washington—That there will be no action on copyright legislation during this session was indicated by Dr. William I. Sirovich, chairman of the House Committee on Patents, in a statement to RADIO DAILY last week. Insufficient interest is the reason.

AGENCIES

WILLIAM K. ZIEGFELD, copy chief of the Ralph H. Jones Co., Cincinnati, is back at his desk in the Cincinnati office after an extensive southern cruise. Ziegfeld sailed from New Orleans on January 18, and among other places visited the British Honduras and passed a week in the highlands of Guatemala. He brought back over three hundred black and white and Kodachrome photographic studies.

HARRY S. PEARSON, prominent in advertising agency work in Seattle for many years, has been appointed to the staff of the Izzard Co., Seattle, as production manager.

DICK MARVIN, radio director of Lord & Thomas, Chicago, away from office with bad cold.

STUART SHERMAN, president of Benton & Bowles, Chicago, and Robert Spiel have gone to Thomasville, Ga., for quail hunting.

TED LITTLE, v.p. of Lord & Thomas, Chicago, has sailed for South America. Robert Koretz, copy writer, cruising in West Indies.

WOPI "The Voice of the Appalachians"
BRISTOL - TENNESSEE VIRGINIA

NEW PROGRAMS—IDEAS

For University Towns

WOSU, Columbus, Ohio, owned by Ohio State University has subscribed to Standard Radio's Popular Supplement Library Service for a very novel use and one which should interest other stations in university towns. The transcriptions, covering all popular music of the day, is for a four-hour Saturday night dancing party each week. Thus the broadcast, without interruptions for commercial announcements, is run to suit the rules of the Inter-Fraternity Council which sponsored the idea. As the library service includes novelty bits as well as dance music the party is broken with intermission entertainment and more exactly fits the need than live talent.

Strangest part of the whole thing is that the money necessary to carry the service for one year was raised by popular subscription by the student body.

"Mysteries of Life"

"Mysteries of Life," new series on WBAL, Baltimore, is designed by its sponsors to acquaint the listening public with many of the basic fundamentals of our everyday existence. Subjects such as "Habit," "Power of Imagination," "Mental Poisoning" and "Association of Ideas" will be presented on the programs.

Radio Book Out March 3

Philadelphia—J. B. Lippincott Co., publishers, have advanced publication date of "Both Sides of the Microphone," by Gardner and Hayes, to March 3. Book will be released simultaneously throughtout the U. S. and Canada.

Among contributors to the volume are Guy Lombardo, Orson Welles, Kate Smith, Gabriel Heatter, Ben Grauer and Bill Slater, each discussing their particular type of radio activity.

Getting Names Right

Norfolk, Neb.—WJAG has adopted a policy, for newscasters, of pronouncing names of cities in the same way as the leading radio stations in those cities. Station believes that stations can cooperate in this way to standardize pronunciation of names.

When the name of a man comes into the news and he seems destined to stay in the limelight, station writes the man's secretary for his own pronunciation of the name.

Syndicate Signs Tinney

Cal Tinney, columnist who has appeared in the New York Post for the past three years, is now being syndicated to newspapers by the Ledger Syndicate of Philadelphia. Same syndicate has Boake Carter.

Tinney also figures in several current negotiations for his radio services.

Janice Porter Weds

Chicago—Janice Porter, heard regularly over CBS "Melodies of Yesterday" series and at Edgewater Beach, and Homer Lange, president of A. Lange Florists, were married at Pana, Ill., and are honeymooning at Edgewater Park, Miss.

Brewers' Show Feb. 28

The cooperative brewers show with Richard Himber and his orchestra, Lou Holtz, and others is expected to get under way on CBS, Feb. 28 at 8-8:30 p.m. Understood sponsor list was completed last Friday.

Zerbe in "David Harum"

Lawson Zerbe has been added to the cast of the "David Harum," dramatic serial, in the role of Ted Crane. Sketch is heard Monday through Friday at 11 a.m. over the NBC-Red network.

Joe Bolton Resumes

Joe Bolton, baseball commentator, resumes his series of discussions on the pennant chances of ball teams today at 4:45 p.m. on the "Grandstand and Bandstand" program over WMCA.

NEW BUSINESS
Signed by Stations

WMCA, New York: Lehn & Fink Products Co., "Life of Mary Sothern"; Nestle's Milk Products, "The Mad Hatterfields"; Newskin Co., "Grandstand and Bandstand"; Man O'War Publishing Co., "Grandstand and Bandstand," through Metropolitan Advertising Co.; Liebmann Breweries, spots, through Erwin, Wasey & Co.; Schulman House, Lakewood, N. J., spots.

WOV, New York: Pilot Radio Co., news in Italian, through Alvin-Austin Co.; Flotill Products Co. (Flotta Salsina Tomato Products), "The Story Behind the Song," programs.

WNEW, New York: Sterling Casualty Insurance Co., "Make Believe Ballroom," through Presba, Fellers & Presba.

WEAF, New York: Oneida Ltd., "The Silver Serenade," ETs, through BBD&O.

Gordon Castle at CKLW

Windsor, Ont.—Gordon Castle, formerly of WJR, Detroit, joined CKLW here last week as production manager. Appointment was made by Frank Ryan, general manager. Castle started in radio 16 years ago at WLAG, Minneapolis, and before that spent 12 years in the advertising field.

Bill Johnson Joins WEW

St. Louis—Bill Johnson, formerly of WHAS, Louisville, has joined the WEW announcing staff, succeeding Bill Mackintosh who is Denverbound.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made... ..where retailer meets customer .... that's why a retailer is judge and jury of advertising results .. .. retailers in Michigan's eight major markets prefer, by actual experience, the....



MICHIGAN RADIO NETWORK
WXYZ KEY STATION
DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

ORCHESTRAS MUSIC

JIMMY GRIER, whose orchestra has been a fixture at the Biltmore Hotel Bowl for the past four years, will do a week for Fanchon & Marco at the Paramount Theater in Los Angeles on March 31, bowing off the Penner-Cocomalt show at the same time and heading East via one-nighters after playing a week at the National Orange Show in San Bernadino in mid-April. Being handled by Rockwell-O'Keefe.

KHJ-Don Lee will have a new remote from the Beverly-Wilshire Hotel when Harry Owens follows Ted FioRito at the Beverly Hills hostelry. KNX-CBS has been carrying FioRito.

Billy Hayes, whose new swing band is heard nightly at 7 p.m. over WIP directly from the Hollywood Restaurant in Philadelphia, has written a new song in conjunction with Tommy Ginhardt called "Loony Little Tuney," which has just been accepted by Exclusive Publishers for spring publication. Incidentally, Hayes and his band will shortly resume recording.

Ernst Krenek, distinguished modernist composer whose opera "Jonny Spielt Auf" was a sensation at the Metropolitan Opera House several seasons ago, will share honors with Erno Rapee as conductor of the Radio City Music Hall Symphony Orchestra's broadcast next Sunday at 12:30 p.m. over WJZ and the blue network of NBC.

Benny Goodman, his swing band, trio, quartet and Martha Tilton, the "Sweetheart of Swing," now playing a week's engagement at the Fox Theater, Detroit, will be heard on their regular Benny Goodman Swing School broadcast tomorrow night from that city, via WJR-CBS. Airing from the lecture hall of the Detroit Institute of Arts.

Olin Downes, as New York World's Fair Director of Music, will have the task of arranging the Exposition's projected World Festival of Music. Julian Olney will be music manager.

Pat Ballard, radio script writer, is collaborating with Larry Clinton on a new tune which they're calling "College Humor," to be published by Lincoln Music. Ballard was recently appointed music editor of the publication for which the song was named.

Lynn Murray and the Clubmen have been set for a Decca recording series by CBS Artists Inc.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

MAIN STREET WITH OL' SCOOPS DALY

PETTY CASH VOUCHER

Week ending Feb. 18th

● ● ● **Saturday....Norman McKay of WQAM and Martin Wales of WIOD, Miami, learn of our plans to fly to D. C. and they phone to say "farewell"—but somehow we didn't like their tone. Jane Ace tells us flying is a cinch—but admitted that she's never been up herself. Ted Husing talks about the "drop in air pockets"—but tho' we are anxious to get up—there's a cloud hovering over Newark—and the plane's postponed a day.**

● ● ● *Sunday....After remaining up all nite with Sonny Shepard we make the special 7 a.m. plane, and Quentin Reynolds and Big Bill Dwyer make a little bet. The sun is so strong while we're in the air—that we get a better tan than in Miami....In the Willard Hotel, Wash., we spot all the NABoys ready to start their shindig....Also hear from N. Y. that Charles La Torre, character actor of the radio, stage and screen, has licked a laryngitis siege that nearly made him give up his role in Ed Wynn's "Hooray For What." Besides his current Broadway role, La Torre is busy mapping a new radio aerial and being interviewed by film scouts....*

● ● ● **Monday....As the convention convenes, we hear that Jimmy Fidler has been RENEWED for one year by Drene with a salary tilt ....According to Bert Fisher of KOMO-KJR, Seattle, Charles O. Chatterton of KEX, Portland, Ore., was one of the best dressed-men at the convention —spats and all....After flying back to N. Y. we hear that RADIO DAILY's Howard London will take himself a wife Feb. 26—and we can't get a two-cent stamp okayed.**

● ● ● *Tuesday....Everyone seems so concerned about the sun-tan fading—that we go to Spinrad's and have a facial to remove the peeling skin....A tour of the nite clubs including the Paradise; Leon & Eddie's, where Jack Waldron is subbing for Eddie Davis; Louis Prima's Famous Door, where he is happy to learn his brother, Leon, is being held over for eight weeks, and to Dave's where we hear the inside on that slug-fest. To bed at 5 a.m.—what a vacation we need now!*

● ● ● **Wednesday....Over at CBS Mark Warnow rushes in to learn about flying; Herb Rosenthal wants to know about the climate; Ed Cashman introduces Ben Hawthorne, and Jimmy Appell presents us with a dozen eggs—but fails to comment if they were "laid" at CBS....Zack Becker is more anxious to know about our expenses.**

● ● ● *Thursday....A peek in at Kate Smith's rehearsal to say "hello," and Ted Collins forces us to sit thru a "shaving-session" to explain how it felt flying. He reports that during the War he was up ten times—but still is afraid....At "We, The People" we learn that Phillips H. Lord is back from "Dixie"....Over at WMCA, Zeke Manners is getting ready to play his first game of "pin balls" inspired by our Miami meanderings—and wins. Crooner Jerry Baker does a bit of all right himself—which causes us to invest (after swearing off) and we still haven't broken our streak—of losing.*

●..●..●..**Friday....Because of the items in today's column—everyone knows we're back. The news about Walter O'Keefe going on Jell-O and J. C. Flippen on Gulf's summer show appears to be out of order at this time. Guess it must have been the warm climate that made us think about "summer" with snow still hanging around.**

TOTAL EXPENSE: 95 cents including tip to have skin peeled!

AUDITOR'S REMARKS: Request denied. Should we pay because you haven't been milk-fed while young?

GUEST-ING

CHARLES BOYER, on "Your Hollywood Parade," March 2 (NBC-Red, 10 p.m.).

FRED MacMURRAY, interviewed by Elza Schallert, Feb. 24 (NBC-Blue, 11:15 p.m.).

CONSTANCE BENNETT and PATRICK KNOWLES, on "Your Hollywood Parade," Feb. 23 (NBC-Red, 10 p.m.).

VASS FAMILY, on Alka-Seltzer "National Barn Dance," Feb. 26 (NBC-Blue, 9 p.m.).

ETHEL WATERS, on Leo Reisman program, March 3 (WEAF, 7:30 p.m.).

HELEN KELLER, on "Cavalcade of America," March 2 (CBS, 8 p.m.).

LUISE RAINER, CONNIE BOSWELL, DOUGLAS McPHAIL, MELVYN DOUGLAS, WARREN WILLIAM and VIRGINIA BRUCE, on "Good News of 1938," Feb. 24 (NBC-Red, 9 p.m.).

JOHN BARRYMORE, with Gladys Swarthout and John Boles in "Romance in the Dark," on "Hollywood Hotel," Feb. 25 (CBS, 9 p.m.).

ALEXANDER KIRKLAND, VIOLA PHILO, ART GENTRY and CAROL WEYMAN, on "Hammerstein Music Hall," Feb. 25 (CBS, 8 p.m.).

BETTE DAVIS in "Forsaking All Others," on "Lux Radio Theater," Feb. 28 (CBS, 9 p.m.).

KATE SMITH, interviewed by Bob Trout as "Amateur Photography Fan No. 1," Feb. 25 (CBS, 6:35 p.m.).

BRUCE COBB, chief attorney of the New York Legal Aid Society, on "A. L. Alexander True Stories," Feb. 25 (NBC-Red, 9:30 p.m.).

ALEX TEMPLETON, on "National Barn Dance," Feb. 26 (NBC-Blue, 9 p.m.).

Al Barrie on WMCA

"Al Barrie's Mellydrammers" begin a new series on WMCA at 9:15 p.m. tomorrow. First offering will be "No Wedding Bells for Her, or How She Got the Gong".

CLAUDE
AUSTIN
VOCAL COACH and ARRANGER
☆
"COACH of STARS"
Present and Future
799—7th Ave. New York, N. Y.
Telephone Circle 7-4541

The Station the Southwest Has Been Waiting For...

KGKO WILL BE READY MAY 1



For the First Time Cover the Southwest's Greatest Market on a REGIONAL RATE!

CHOICE TIMES NOW BEING RESERVED

KGKO

...FULL TIME NBC AFFILIATE...

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT

Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234

Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.

Los Angeles

BOB KENNETT has vacated his KFWB production berth to return East and devote his time to wax production.

Exiles from Nazi Germany will be heard on KFWB's new weekly feature, "Talent in Exile," each Thursday night at 9. Artists, writers, scientists and other outstanding personalities will be heard on the program, serving the double purpose of exploiting their talents and furthering the campaign of the Hollywood Anti-Nazi League, responsible for the program.

Bradley Roberts, KFAC staff baritone, has been set by Fanchon & Marco for the Mae West unit, which Miss West takes on tour this week for a string of personal appearances. Betty Fairfax set the deal.

KFWB's "Hollywood Showcase," daily variety show handled by Owen Crump, now is sponsored by Warner Brothers Theaters.

Bullock's department store has contracted for a series of KNX time signals starting March 31. Business was placed by Dana Jones Co.

The CBS Pacific Coast "Hollywood Barn Dance" celebrated its fourth anniversary of broadcasting rural rhythms on Saturday.

The KFWB announcing staff has been reduced by three with the departure of Owen Cunningham, Leonard Lake and Hal Chambers.

Another casualty of the week was Bob Garrett, KEHE commentator on "Pick of the Pictures."

Norman Nesbitt's "Listeners Digest" on Don Lee-Mutual is reported gaining a big audience of former admirers of brother John Nesbitt's "Passing Parade," now muted while the writer-commentator converts his yarns into a parade of M-G-M short subjects.

Murray Bolen has been assigned as producer of the new "Lum and Abner" series by Tom Harrington, head of the local Young & Rubicam office, who will supervise.

KTMS, Santa Barbara, brand new station and youngest NBC affiliate, made its initial bow on the big time by contributing a pickup from the famous old Santa Barbara Mission to the Blue on Saturday.

BIRTHDAYS



Greetings from Radio Daily

February 21

Shirley Bell — Big Bill Childs

February 22

E. D. Bedell — Nacio Herb Brown
Bess Johnson — Grace Johnson
John McGovern — Kenneth Roberts
Robert Weede

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

KLZ—Denver

560 *Kilocycles*—5,000 *Watts Day*, 1,000 *Watts Night*

E. K. GAYLORD, President.
F. W. "BILL" MEYER, Manager.
T. C. McCLELLAND, Chief Engineer.

KNOWN on every front by its slogan, "The Pioneer Radio Station of The West," KLZ is indeed proud of this distinction because, as the first licensed broadcaster west of Chicago, the station helped blaze the trails which were to be followed by the infant industry.

Launched as a hobby by its founder, the late Dr. W. D. Reynolds, KLZ, then known as 9WH, broadcast regular programs from Colorado Springs as early as 1918. Two years later, the station was transferred to Denver, where it operated as 9ZAF.

The first definite stride toward maturity was taken on May 25, 1922 when the initial commercial license, the first in the Rocky Mountain Region and among the first 20 in the nation, was issued and the present call letters assigned.

The fledgling took another long stride toward its present pinnacle in 1925, when an energetic young man possessed of a courage and foresight which convinced him radio was more than "an experiment"—was destined to become a powerful factor in the life of the nation—joined the organization. With a tenacity he has never relinquished, that newcomer, F. W. "Bill" Meyer, present station manager, grasped the helm to chart KLZ's future course. In those early days, he convinced his associates that, to succeed, radio must be woven about a theme of community service and showmanship. Adopted then, that theme has remained KLZ's dominating influence.

When, in 1935, control of the station passed to E. K. Gaylord and others associated with him in management of the enterprising Oklahoma Publishing Co., swift steps were taken to keep the pioneer influence alive, lest it become steeped in its own tradition.

As a result of that merger between two pioneering organizations, the KLZ of 1938, affiliated with CBS, offers new, ultra-modern studios and a high-fidelity transmitter which is ranked among the most modern broadcast transmitters in the world.

These technical factors, coupled with the station's resolve to remain in the fore of the passing parade, demonstrate, over and over again, that KLZ is in every sense "The Pioneer Radio Station of The West."

Griffin Co. Campaign On Southern Stations

(*Continued from Page* 1)

New Orleans, and WAPI, Birmingham.

"Musical Clock" or news broadcast comprises the programs which are heard three to six times weekly depending on the station. Complete Griffin line will be plugged. Sponsor is also using time signals on Florida stations to promote its All-Wite shoe polish.

Contact Dealers via ETs

Frank H. Lee Co., maker of Lee Water-Bloc Hats, which starts a series on WHN next Monday at 7:30 p.m. featuring George H. Combs Jr., commentator, is using a five-minute transcription in contacting dealers. Instead of mailing broadsides or other merchandisng material, Lee representatives take around a record giving a condensed version of a typical broadcast and a message from Alfred G. Keeshan, v.p.

Biddick Handling KARM

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Biddick Co., station rep, has been appointed exclusive Pacific Coast representative for KARM, new CBS outlet in Fresno, Cal.

Charlie Wright Ill

New Haven—Charlie Wright, WELI program director, is on sick leave.

WBRK, Pittsfield, Mass. Debuts as CBS Affiliate

(*Continued from Page* 1)

relations; Gail H. Barents, announcer; Jean Ashe, in charge of continuity; Helen E. Kondey, receptionist; Charles J. Kruger and Carl Carlson, salesmen.

Thomas also operates WATR, Waterbury.

Elza Schallert to Celebrate

Elza Schallert will observe her third anniversary as an NBC Hollywood commentator on March 3, with her husband, Edwin Schallert, joining in the celebration broadcast at 11:15 p.m. over the NBC-Blue Network. Edwin Schallert, whose writings long have been a feature of the Los Angeles Times and many national publications is considered the dean of film city critics and reporters. The Schallerts have worked side by side covering the Hollywood front for many years.

Gets "Man of Manhattan"

West Coast Bureau, RADIO DAILY

Los Angeles—Irving Fogel & Associates, radio program producers, announce a deal closed for radio rights to George Tucker's widely-syndicated "Man of Manhattan" column. Both live and transcribed programs are planned, Fogel states, with International Radio Sales, New York, handling in the U. S.

Chicago

HAROLD BARNES of New York office of Lord & Thomas now handling production on Lucky Strike's Kay Kyser's "Musical Klass" along with Eddie Simmons of WGN staff. Barnes remaining here as long as show stays in Chicago. Kyser is set at Blackhawk until June.

Mrs. Hal Kemp has joined her husband who is playing at Drake Hotel. She came from New York.

Henry Weber, WGN musical director, and wife Marion Claire home from month's jaunt through Mexico and Central America.

Bernie Cummins, who opened Varady of Vienna show on Mutual Sunday, featured brother Walter as vocalist and the Three Sophisticates.

Gene O'Connor, WGN traffic chief, is papa of a daughter.

Fibber McGee and Molly show rounded out its fourth year last week without special whooping or hollering. Seems nobody thought of it until date had passed.

Noel Gerson, WGN continuity staff, back from trip to New York.

Ade Hult, Mutual sales staff, to Minneapolis and St. Paul; Ed Wood, director of sales for WGN, and Norma Boggs, salesman, to Indianapolis.

John Steel, former Ziegfeld Follies singer, and Georges and Jalna, dancers, making guest appearance on WAAF Breakfast Club.

Carl Meyers, WGN chief engineer, back from conference in Washington.

Harold Stokes and wife to Tampa, Fla., for fortnight's vacation.

Frank Behrens and Dave Gothard are additions to "Woman in White" cast.

Annette King, NBC contralto, and Frank R. Reid Jr., her husband, are on delayed honeymoon to New Orleans and St. Petersburg.

Jack Pearce, WGN engineering supervisor, off on a vacation trip to Tampa, Fla.

Tom Foy, WGN script writer, off for fortnight at Sanibel Island, off west coast of Florida.

Utilities Engineering Corp. (air conditioning) has bought Alexander McQueen, the Nothing But The Truth Man, for three 15 minute shots on WCFL through First United Broadcasters. McQueen also is writing the Olson Rug Company "Oddities" series which Presba, Fellers & Presba has spotted on a score of stations.

Harry Grayson, formerly with University Broadcasting Council, now turning out some sketches for Zenith Telepathy series.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

SAN FRANCISCO

With the resignation of Frank Cope as NBC production mgr., effective March 1, Cameron Prud'homme, dramatic producer steps into the berth. Cope came to NBC 1½ years ago from KJBS where his morning record stint, "Alarm Klok Klub," delighted dialers for six years. He'll go back there for a daily sked along with other duties. Resignation came about when Glenn Dolberg was suddenly upped into ex-program mgr. Ken Carney's place and Cope, in line, passed over.

Eddie Hanley, former L. A. adv. agency man, made manager of KYA's Oakland studio replacing Bill Gleeson, who resigned to devote full time to job as state radio director for Democratic party. Bill left for Washington on Thursday.

Grant Pollock handling the mike for Cliff Engle on NBC's "Good Morning Tonite" variety show while Cliff is vacationing in New York for first time in nine years.

Larry Lewis has started a weekly song show on KPO and Coast red net.

Leon Churcheon, former program director of KYA, program director for the Federal Theater of the Air. James Ramp, formerly a program director at KGU, Honolulu, new continuity writer.

Bob Hall, radio ed. "Call-Bulletin," taking credit for writing half the new song, "Farewell To A Lovely Lady."

"Fiddlers Three" (Walter Kelsey, Peggy Neal, Louis Ford) have a new quarter-hour of novelty music over KPO and the Red net Mondays at 1 p.m.

Brunswick's Heidt Week

Brunswick Record Co. is honoring Horace Heidt, maestro of the Brigadiers, with a National Horace Heidt Record Week, now in progress and continuing until Thursday. Heid and his gang made three new records especially for this event.

Alan Courtney on WINS

"Alan Courtney's Gloomchasers" start a WINS series today at 11:30-12:30 noon, with Barry Wood as guest on the opening program. Participating-sponsor program will be heard Sunday through Friday.

Full Hour for Kyser Show

The Mutual-Lucky Strike show featuring Kay Kyser's "Musical Klass" will be expanded to a full-hour, 8-9 p.m., next Tuesday. Program has been a 45-minute stint. Lord & Thomas is the agency.

Australian Concert on NBC

The Fourth Intercontinental Concert, a radio salute from Australia, will be heard in the U. S. on March 6 at 11-11:30 a.m. over NBC-Blue network.

TRY RADIADS
SALES PRODUCING COMMERCIAL ANNOUNCEMENTS FOR EVERY TYPE OF RETAILER.
WRITE FOR SAMPLE
RADIAD SERVICE
612 N. MICHIGAN AVE., CHICAGO, ILL.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

ALEXANDER W. DANNENBAUM

AS head of one of the country's leading silk mills, Alexander W. Dannenbaum learned a good deal about "what the public wants," as well as how to cater to those fickle and fluctuating "wants."



Learned from silks what public wants....

The proof of Dannenbaum's executive ability has been proven in the progress made by WDAS, Philadelphia, since he took over the helm. As president of the city's only full-time independent outlet, he has built it from a small, obscure station to the front rank of broadcasters. This was accomplished through the combination of effort and wise management.

Dannenbaum has employed showmanship along with good business sense in the guidance of the destinies of WDAS. And in those efforts he has had the able assistance of Pat Stanton as general manager and A. W. Dannenbaum Jr. as sales manager.

☆ PROMOTION ☆

Promoting Milk Sales

WBT, Charlotte, N. C., is launching a campaign which, if successful, will use up the nation's surplus milk. The program, "Drink Milk at Dances," had birth in the mind of Program Director Charles Crutchfield following the recent Davidson College Pan-Hellenic dances.

In picking up the music of Bunny Berigan, who played for the dances, Crutchfield lifted his eyebrows when he noted couples strolling about the dance floor sipping milk from bottles, and enjoying it. He learned that the school has barred drinking of intoxicants twelve hours prior, during, and twelve hours following a school dance.

Crutchfield decided if other schools throughout the nation could be induced to follow a similar course it would use up a lot of milk. Through WBT's "Midnight Dancing Party," college boys will be asked to join the club. The Dancing Party, conducted nightly, numbers listeners from colleges over Eastern United States. Announcer on duty will ask collegians interested to write in for enrollment blank. Members will pledge to drink milk at dances.

WBT believes it will give station opportunity to check collegians listening in, use up nation's surplus milk, replace energy used up by dancers doing such strenuous dances as "Big Apple," and leave collegians in better shape for next morning's classes.

WBAL Doughnut Party

Because of the success of its first Coffee and Doughnut Party held by WBAL, Baltimore, a second event was staged at Ridgely Hall, WBAL's Radio Playhouse, last Saturday at 6-8:30 a.m. WBAL is the first station to introduce this novelty in the east, and plans to have a Coffee and Doughnut Party each Saturday morning. Jerry Lee Pecht, who handles the regular morning show, "Around the Breakfast Table", is host. The program will also include Garry Morfit, Happy Johnny and his Radio Gang, and the WBAL staff orchestra under the direction of Bob Iula.

Coffee and doughnuts are served free of charge to all who attend, and there is no admission. Many of the guests in the audience take part in the air show.

KVOD, Denver

Tommy Blake and his ork open at The Broadmoor Country Club with a KVOD wire. Ditto Jerry Johnson and his NBC ork at the Rainbow Ballroom.

Archie Hall's dramatization of "Famous Fires of History" ended a successful run for Denver Fuel Co. with the coming of warm weather in Colorado. The show will continue in the fall.

"Little Soldiers of Fortune" and "Rex, The Adventurer" are two children's serials being rehearsed for early openings. Shows to be sponsored during a commercial campaign for food products companies. Written by Archie Hall, they will feature a live talent program for kiddies daily over KVOD.

More educational features are being added to the daily schedule and every effort is being made to use as many network programs as can be obtained to further the cause.

Nelson MacIninch, tennis star, has taken over daily street broadcast, "The Voice of Public Opinion." Show has been renewed by sponsor for long period.

BOSTON

Roger Wheeler, continuity editor at WEEI, is a father for the third time. It was a boy.

The Adrian O'Briens have named their daughter Adrienne. Adrian is currently heard over the Yankee web.

John A. Holman has returned from New York and Washington.

The management of the Famous Door and WNAC are dickering for a wire to air the music of Herbie Marsh and his ork.

WBZ's Midweek Function, a half-hour of swing piloted by Fred Cole, is getting mail response by the hundreds each week from the college groups.

Chick Webb and his band have a WBZ wire from Levaggi's.

OKLAHOMA

John Blatt, WKY promotion department chief, back from business trip to Colorado.

Irene Wolf on 3:30 p.m. KFXR spot.

Harold "Dutch" Smith conducting "In the Sport Spotlight" on KTOK at 5:45 p.m.

Rowdy Wright and his Cowboys holding 6 p.m. spot on KVOO (Tulsa) in addition to part in Sunday afternoon Serenade for Oklahoma Tire & Supply Co. over KVOO-WKY.

Wade Hamilton's organ on KTUL (Tulsa) now at 4 p.m.

Bill Rawson's ork assigned to 1 p.m. spot on KCRC (Enid).

8,000 Dorsey Audience

Tommy Dorsey and his orchestra had a studio audience of 8,000 when airing their "Amateur Swing Contest" from WAVE, Louisville, last week. The first girl to play with the band also appeared on this program. She was Jane Grigsby of Vincennes.

Al Williamson Joins Fizdale

Chicago—Tom Fizdale has signed Al Williamson, former NBC press chief here to his Chicago staff. Roger Doulens has returned to New York office. Tom Fizdale planning to go to coast office next week.

Tcherepnine on NBC-Red

Alexandre Tcherepnine, international composer and pianist, will be heard over NBC-Red network on Thursday at 2-2:30 p.m. in a program of his own works.

Streibert Has Grippe

Ted Streibert, WOR executive vice-president, is suffering from an attack of the grippe.

Boake Carter on Huskies

Product to be plugged by Boake Carter, when he starts his General Foods stint on CBS next Monday, will be Huskies.

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.

SPRINGFIELD, MASS.

Albert W. Marlin, WMAS station manager, has been named to the committee in charge of the annual Kiwanis Club production.

Mildred Eleanor Brunelle, founder and director of the WSPR "Cooking Forum", and Arthur John Bergstrom, junior announcer, are newlyweds.

The March 19 "Chorus Quest" broadcast on CBS will originate via WMAS, with Amherst College Glee Club on the program.

Ruth Batchelder, sec'y to Commercial Manager Milton Stoughton of WSPR, is back on the job after an illness.

KOIN-KALE, Portland, Ore.

"Slumber Boat", a program on the air several years ago, has been revived and is being aired again each Friday evening. With soft vocal melodies and a selected instrumental ensemble, the announcer is Johnnie Walker of the original show.

George McGowan, after announcing a program of Latin melodies in "high school" Spanish, was floored by a telephone call from a feminine listener who greeted him fluently in Spanish that was the real thing.

Leon F. Drews, who plays a daily organ program over KOIN, was married recently to Sue Ardell Sefton.

Party to Billy Hillpot

At a post marital stag party on Friday, Billy Hillpot's colleagues gave him a cigaret case containing facsimile signatures of the guests. Hillpot was married to Rosita, the dancer, last month.

Guests at the party were Ken Dyke, Lewis Titterton, Chink Showerman and Doug Meservey of NBC, T. Wells and John Tormey of Lord & Thomas, Curt Peterson of Marchalk & Pratt, Scrappy Lambert and Len Stokes of the "Songsmiths," and Bill McCaffrey of McCaffrey & Hess.

Codel on Sales Staff

Baltimore—Edward Codel, former sales promotion head for WBAL, has shifted to the sales staff.

ONE MINUTE INTERVIEW

HAROLD V. HOUGH

"If there is anything wrong with radio entertainment these days, it is the lack of individuality in programs and stations. We are too imitative. The people we like best are those who have distinct individual personalities. Radio stations should have personalities, too, and be different from other stations. No two areas are the same. People in any one area have a distinct group personality. They have their own customs and traditions. The radio stations that serve them should reflect this personality."

☆ Coast-to-Coast ☆

THE series known as "Your Good Neighbor" which originates in New York and has just begun over WIP and the Inter-City Network, has turned out to be quite a Philadelphia affair. The program is handled by the local advertising agent, Tom Harkins. Script is by Elsie Mitchell, well-known in Quaker City radio circles, and the part of "Your Good Neighbor" is taken by Bill Bailey, erstwhile Philadelphia radio announcer now in New York!

"Elmer and Axel" started as a new comedy script series over WMCA at 1:30 p.m. yesterday. Scripts are by Alan Lampe, directed by Charles Capps, with Charles Perkins and Eddie Bisner in the character roles.

Happy Lewis has forsaken his 11:30 a.m. spot and moved his WINS "Showcase" to 6:05 p.m. daily.

Bob Becker in "Your Skyways Reporter," starting a new series at 8:45 p.m. tomorrow over WNEW in behalf of Lighting Electric Co. of Newark, will also have a contest in which free airplane trips to various cities are offered.

Frank Graham, sports columnist of the New York Sun, starts a daily series over WHN at 6:45 p.m. today.

Arthur Boran, mimic - comedian, will act as emcee at the Jewish Home for Incurables Benefit in the Main Ballroom of the St. George Hotel on Wednesday.

Graziella Parraga, Havana socialite composer-singer, returns to America on March 1 to make her American radio debut.

Dorothea Lawrence will give a recital in Philadelphia at the Studio Club next Sunday.

Speedy-Q Sound Effects will shortly come out with a complete new release of sound effects. Charles Michelson, New York distributor of Speedy-Q, is increasing his facilities to handle the new line and has already installed additional playback equipment.

The Chinese and Japanese situations are getting a good airing on WNYC these days. Speaker yesterday was Cheng Tao Nan, vice-consul of the Chinese Consulate, and next Sunday at 5:45 p.m. there will be T. Scott Miyakawa, field secretary of the Japanese Chamber of Commerce and New York correspondent for Japan Times and Mail of Tokyo.

WISN, Milwaukee, has started a series of 39 five-minute transcriptions for Royal Lace Paper Works. Series is known as "It's Fun to Keep House," thrice weekly, and speakers include Angelo Patri, Emily Post, Princess Kropotkin, Gladys Cavanaugh, Ethel Lewis, Fannie Hurst, Carold Fenwick, Charles B. Montgomery, Ruth Gould and Dorothy Nye.

William Paisley, formerly in charge of copyright clearances for the NBC transcription department, has been promoted to the music library to succeed Wallace Magill, resigned. Frank Heffer takes Paisley's old post.

James Kane of the CBS night press staff has been shifted to the day side. Jack Slocum takes the night trick. Kane recently took the marriage vows.

DALLAS

Gene Heard, program director and announcer at KRLD, Dallas, has resigned to join the C. C. Langevin Co., sound equipment manufacturers, and the Gulf Oil Corp., Houston, effective Feb. 25.

Dallas Academy of Speech & Drama has started courses in radio broadcasting, under direction of Alton Cocke, radio director.

WOKO-WABY, Albany

Wilbur Morrison, WOKO's Socony newscaster, has been ill.

Ten-year-old Sonny Michon, emcee for the Commodore Cleaners program heard Sundays over WABY, will be featured in annual kiddies revue this week, broadcast over WABY.

Neldon Vandenberg, blind baritone and violinist, heard over both WOKO and WABY, Albany, is engaged to his accompanist, Flora Belle Spencer, daughter of a Sand Lake minister.

SAN ANTONIO

Monte Magee is back on KONO for a morning series.

Beeman Fisher, manager of Southland Industries, returns to WOAI this week after a three-week trip to the east.

Monette Shaw, WOAI contralto, will be guest star at the Birthday Ball in Laredo tomorrow.

KLZ, Denver

Wes Battersea, inquiring reporter, assumes new duties as emcee of "Radio Riddles," station's unusual new Buick dealer show which offers prizes to listeners submitting correct solutions during broadcasts.

All because of a "spur of the moment" broadcast from an adjoining room during meeting of Denver Racing Pigeon Ass'n, Howard R. Chamberlain, production manager, is besieged with requests for more info and similar programs on pigeons.

WASHINGTON

"Aladdin's Kitchen", heard five times weekly on WJSV, is adding an important speaker service, broadcasting talks on child care by members of the Children's Bureau of the Department of Labor.

Howard University Glee Club began a WMAL series at 7:45 p.m. Saturday.

Kathryn Cravens did her CBS stint last Friday from WJSV here.

WBT, Charlotte

Reginald Allen, debonair announcer, received a compliment on his pronunciation of Chinese names and words in connection with news broadcasts. The compliment came from J. C. Garrett of Green Gables, Fla., who recently returned from China after spending 30 years there.

WBT's Audition Laboratory, in which audition discoveries are presented for listeners' approval in programs aired Wednesday and Friday nights from 11:05 to 11:15, is drawing hearty response from listeners. The first program, aired last Friday, brought in over 400 letters commending the singing of a young baritone discovered on the weekly audition. Singers who make a sufficient hit with listeners will be placed on the WBT staff. Jack Phipps, pianist, and Pete Martin, xylophonist, furnish accompaniment.

WWJ, Detroit

Dorothy Spicer, former director of women's participation programs on WCCO, Minneapolis, is the newest staff addition in capacity of Household Advisor.

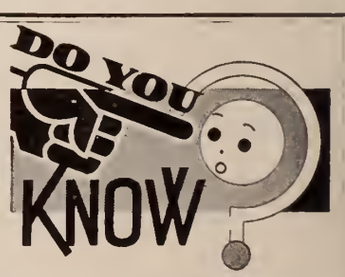
Eugene Conley, tenor, is concert-touring in New York state.

"Ty" Tyson has left for Florida to be gone about six weeks. Harold Priestly is subbing on "Man on the Street."

WLW, Cincinnati

Hink and Dink, minstrel men, have started a twice-weekly series.

"Headline Heroes," honoring public servants such as policemen, firemen, etc., will be sponsored by Red Top Brewing Co. starting March 3 at 7:30 p.m.



James R. Fouch, now president of the Universal Microphone Co., used to run a desert stage coach line. Along came radio and he bought two stations, later founding the company he now heads.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 37 NEW YORK, N. Y., WEDNESDAY, FEBRUARY 23, 1938 FIVE CENTS

Web Billings at New Top

Looking On
.... AND LISTENING IN

UTILITY Despite its obvious unfairness and impracticability, effort to place radio in the same public utility classification as power and light companies, railroads, telephone and telegraph companies is gaining momentum.

If radio were providing merely a means of communication or any other routine public service for which there is a yardstick, there would be little dispute about fitting it into the category of a public utility.

But radio is predominantly an entertainment medium.

Its service feature, though it may be equally important, is effective only in ratio to its success in getting and holding the public ear on an entertainment basis.

And there are no gadgets to regulate quality of entertainment by the turn of a switch or the push of a button.

Radio to a certain extent is an art, embracing something of music, drama and literature, and it must have not only freedom of expression but incentive to bring out greater effort.

In so far as allocation of channels and the various aspects of public interest are concerned, the Federal Communications Commission already holds sufficient regulatory powers.

There is no need for further complicating or restricting the industry, either by new federal legislation or by state laws.

The squabble that has been going on for some time in the Canadian broadcasting field—where the public is obliged to pay a license tax on receiving sets in order for the government to break even in its operation of the radio system—is a typical example of how the public gets it in the neck when politicians try to run enterprises that are best left in private hands.

—D. C. G.

Radio Thesis

Detroit — Frank Telford, who writes scripts for Radio Division of Board of Education and also attends Wayne University, will present his graduate master's thesis over WWJ in the form of a radio adaptation of "A Tale of Two Cities." Telford, who will be graduated in June, will cast, direct and produce his adaptation of the Dickens classic.

PACIFIC LUMBER INDUSTRY IS PLANNING A CAMPAIGN

Seattle—Douglas Fir Plywood Industry of the Pacific Northwest, through McCann - Erickson agency, plans a three - year million - dollar campaign coincident with the new federal housing and building plan.

John Brown Colleges Use Daily Shot on Calif. Net

West Coast Bureau, RADIO DAILY

Los Angeles — John Brown Colleges of California, group of private schools, are using a daily quarter-hour seven mornings weekly on California Radio System. Contract is for 30 broadcasts, through Leslie Sheldon Agency of L. A.

McClatchy Group Adds Four NBC Commercials

Sacramento—"I Want a Divorce," popular NBC-Red coast network show sponsored by S. & W. Fine Foods, now has a special rebroadcast at 9:15 Sunday nights for the McClatchy stations, which carry the NBC-Blue Irene Rich program when the Red network show is aired. "Fibber McGee," S. C. Johnson's Monday night NBC-Red show, and Nestle's "Women's Magazine of the Air," coast Red network show, also are additions on the McClatchy schedule. With addition of the new Allis-Chalmers show, McClatchy will be airing all the NBC Red and Blue shows on Saturday nights.

CBS January Gross is 21 Per Cent Over Year Ago—NBC Red and Blue Ahead by 7 Per Cent

By HOWARD J. LONDON

January gross receipts for CBS and the combined NBC networks broke existing monthly records by substantial margins.

CBS gross billings totaled $2,879,865, up 21 per cent over the same month in 1937. The Red and Blue NBC webs grossed $3,793,516, an increase of 7.1 per cent over the same month a year ago.

Large increase in radio billings is contrary to the present trend of media billings, which are pointing downward.

This is the second consecutive rec-

(Continued on Page 6)

Pre-April Fool

Daytona Beach, Fla. — WMFJ's "Man on the Street" was given a new twist by Ed Sims the other day when Sims, by pre-arrangement, got into a fight with a "drunk" who tried to tell a "traveling salesman" joke. The "drunk" took a poke at Sims for "suppressing free speech," whereupon listeners called the cops, who were in on the gag. Stunt went over big.

PAUL HARRON ACQUIRES WIBG IN GLENSIDE, PA.

Philadelphia—Paul Harron, former v.p. of WPEN under Clarence Taubel, has acquired WIBG, Glenside. He will be assisted by Charles Stahl, former g.m. of WPEN and at present doing radio production work. Stahl

(Continued on Page 6)

Commercials Cancelled For Charity Fund Appeal

At the direct request of John D. Rockefeller, five New York stations will cancel commercial programs tomorrow night, 9-10:30, for a charity

(Continued on Page 6)

CANADIAN RADIO PROBE; ATTACK MUSIC SOCIETY

Montreal—A special parliamentary committee will be set up in the Dominion House of Commons to consider the operations of Canadian Broadcasting Corp. Notice to this effect is given in the House Votes and Proceedings.

At the same time, a bill has been introduced in the House seeking to

(Continued on Page 6)

Short Wave Stations Get Wires from World's Fair

Officials of the world's fair have signed an agreement with short wave stations W2XAD and W2XAF whereby the two outlets will have permanent wires from Schenectady to

(Continued on Page 6)

Agencies Meet Resentment In Seeking a Peek at Log

Status of advertising agency asking station for a peek at the log to see how spot announcements are being run has resolved itself into a survey being carried out by at least one account executive preparatory to placing insertion orders for an extended campaign. Account executive states that so far there is a mixed reaction, with majority of stations rejecting the idea of photostatic copies of the log or lesser peeks mostly as a matter of principle and on the ground that stations such as theirs would not resort to piling two or three announcements into one station break.

Agency man, however, can prove that of six large stations considering themselves open and above board on such matters, two have proven to be major offenders. Several sales directors and other station heads who stopped in at the agency after the recent NAB convention had "friendly altercations" with the agency man and nearly all pointed out that their

(Continued on Page 6)

Resourceful

Grand Forks, N. D.—When Louise Larson, KFJM Household Hour conductor, was laid up by illness last week, station's mikemen got together and presented the man's side of the kitchen. Bill Wallace told his favorite way to fix pork chops, Ellis Harris brought in the vegetable course, Milton Anderson gave a salad recipe and Jack Monsos supplied dessert.

RADIO DAILY

Vol. 3, No. 37 Wed., Feb. 23, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, Feb. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139⅞	137⅞	139⅞	+ 2⅛
CBS A	19½	19	19½	+ ¾
Crosley Radio	9½	9½	9½	.....
Gen. Electric	41¾	40¼	41⅜	+ ⅜
RCA Common	6¾	6⅝	6¾	.....
RCA First Pfd.	51½	51½	51½	+ ½
Stewart Warner	9¾	9⅝	9⅝	.....
Westinghouse	97¾	95½	97¼	+ 1¼
Zenith Radio	13½	13¼	13⅜	+ ⅛

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

20th Cent. Adds Salesmen

West Coast Bureau, RADIO DAILY

Los Angeles—Appointment of two new salesmen, Paul de Outo and J. Erwin Dodson, both previously active in midwest and coast film sales circles, is announced by Archie Josephson, general manager of Twentieth Century Radio Productions. Josephson says the company's plan is to create a sales force capable of assisting station owners in exploitation of programs produced here. Dodson will cover the Atlantic coast and south, while de Outo will visit the Mississippi basin.

Rorer Managing WPEN

Philadelphia — Dwight E. Rorer, formerly an assistant attorney-general in Washington and for two decades a prominent attorney there, has been appointed manager of WPEN by Miss Hyla Kiczales, g.m. of William Penn Broadcasting Corp. George Lasker remains as head of commercial department. Ed Dukoff of New York will handle publicity.

WQXR
IN A CLASS BY ITSELF
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 19 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Goodnight Angel	Irving Berlin Inc.	39
I Double Dare You	Shapiro-Bernstein Inc.	32
Thanks For The Memory	Paramount Music Corp.	28
Sweet As A Song	Robbins Music Corp.	26
You're A Sweetheart	Robbins Music Corp.	26
Whistle While You Work	Irving Berlin Inc.	24
Bei Mir Bist Du Schoen	Harms Inc.	23
I Can Dream, Can't I	Marlo Music Co.	23
Dipsy Doodle	Lincoln Music Corp.	21
More Than Ever	Miller Music Inc.	21
Two Dreams Got Together	Remick Music Corp.	20
Mama That Moon Is Here Again	Paramount Music Corp.	19
Just A Simple Melody	Witmark and Son	17
You Took The Words Right Out Of My Heart	Paramount Music Corp.	17
The One I Love	Leo Feist Inc.	17
Always And Always	Leo Feist Inc.	16
Did An Angel Kiss You	Famous Music Corp.	16
I Live The Life I Love	Words and Music Inc.	16
Love Is Here To Stay	Chappell and Co.	16
Outside Of Paradise	Santly Bros.-Joy	16
You're An Education	Remick Music Corp.	16
I See Your Face Before Me	Crawford Music Corp.	15
It's Easier Said Than Done	Olman Inc.	15

4 New KSL Productions

Salt Lake City—With four former sustainers now sponsored, KSL has added the following musicals to the sustaining log: "Prescriptions in Rhythm", written and produced by Tom Axelsen, announced by Russel Stewart; "Music for Madame", written and produced by Fred G. Taylor Jr., announced by Leonard Strong; "Melodies by Moonlight", put on by Axelsen, announced by Glenn Shaw; "Concert Album", by Ralph Hardy, announced by Roy Drushall. Musical direction is by Gene Halliday, assisted by William Hardiinan.

New Time for News Testers

Starting Sunday, WOR - Mutual's "News Testers," novelty quiz on the news, will be heard at 6:30 p.m. every Sunday. Quarter-hour show was formerly aired at 9:30 p.m.

Tues. Spot for Griffin Mfg.

The Griffin Mfg. Co. show, if it is approved by the sponsor, will be heard in the Tuesday, 10-10:30 p.m. CBS spot immediately following the Benny Goodman-Camel program.

NORTHWEST'S LEADING RADIO STATION
KSTP
OFFERS
LIFELIKE RECEPTION
•
NEW TRANSMITTER
•
INCREASED COVERAGE
•
BASIC RED NETWORK
25,000 WATTS
MINNEAPOLIS SAINT PAUL

52 Men for Al Goodman

West Coast Bureau, RADIO DAILY

Los Angeles—Al Goodman has added twelve men to the former 40 comprising the "Your Hollywood Parade" orchestra for Lucky Strike.

COMING and GOING

M. V. CHESNUT of CKCK, Regina; JERRY GAETZ of CJOC, Lethbridge; F. H. ELPHICKE of CJCA, Edmonton; MAJOR WILLIAM C. BORRETT of CHNS, Halifax, and H. R. CARSON of All-Canada Radio Facilities were among last week's New York visitors from the Dominion.

JEANETTE LAND, secretary to Ted Streibert, WOR executive vice-president, is in Florida for a vacation.

MRS. PARKS JOHNSON, wife of the interviewer on NBC Vox Pop and Radio Newsreel program, left last week for Texas to look over some family properties.

G. A. RICHARDS, head of KMPC, Beverly Hills, WJR, Detroit, and WGAR, Cleveland, is in New York.

PAUL K. TRAUTWEIN, president of Mirror Record Corp., has returned to New York after a week's trip which included a four-day stay in Washington during the NAB Convention.

HOWARD ESARY, head of the Hearst International transcription department, has returned to his KEHE desk in Hollywood following a month in Chicago and New York.

Murray Stephenson, chief engineer of 2GB and 2UE, Sydney, Australia, arrived in Los Angeles on the S.S. Monterey from the Antipodes on Sunday for a tour of technical study of American stations and recording studios.

JOS. N. WEBER, president of the AFM is back at his desk after a lengthy business and vacation sojourn in Florida.

RAY FABING'S INGENUES, 16 girl musicians, have arrived in New York from Mexico City for a radio audition.

TED WEEMS is in New York.

MRS. ED. FITZGERALD, N. Y. department store executive and wife of the WOR star, has returned from a month's vacation in Europe.

MICKEY ALPERT is back in Philadelphia after spending a few days in and around New York.

ERNEST COLLING, RCA Bureau of Information, leaves town tomorrow for the west coast where he will join Gen. J. G. Harbord, chairman of RCA board, and accompany him on his trip around the world.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales ••• eight major markets •••• including America's great metropolitan center ••••• smart, up-to-date manufacturing cities ••• ranking rural centers and farming districts ••• in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

Plain facts concerning the ITALIAN MARKET

For all practical purposes, the Italian Market must be considered as a unit in itself, with its own buying habits, its own wholesale and retail outlets, and its own advertising mediums. Here are a few plain facts about this little known market.

1

TERRITORY: One hundred miles around the city of New York.

2

POPULATION: New York City 1,200,000; Westchester County 82,000; Connecticut 260,000: New Jersey 507,000; Philadelphia 350,000; Delaware 121,000. Total 2,521,000.

3

BUYING POWER: It is a billion dollar market with a buying power quite above the average. Here is an instance: in New York City, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars: 17.44% and commercial vehicles: 18.37%.

4

OUTLETS: There are 7500 grocery stores, 1500 drug stores and numberless outlets for practically every product to be sold.

5

COVERAGE: Complete, economical coverage every hour of the day and every day of the year, through Radio Stations WOV, WBIL and WPEN.

6

RESULTS: Without a single exception, any product that has first been advertised through the medium of WOV, WBIL, WPEN is now a leader in its own field. First Italian Program was broadcast April 4th, 1932; it is still on the air.

We think we know how to present your product, the Italian way, to the Italo American population of New York, Connecticut, New Jersey, Philadelphia and Delaware. We have done so for the last six years and gladly place at your disposal whatever we know about the Italian market. Please write or call. No obligation on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL ★ WOV ★ WPEN

NEW YORK, 5000 Watts | NEW YORK, 1000 Watts | PHILADELPHIA, 1000 Watts

AGENCIES

KRAFF ADVERTISING AGENCY of Minneapolis recently appointed E. P. Shurick Jr., for many years actively engaged in Northwest advertising work, as the new director of the agency's radio department. Shurick is well known to Twin City advertisers for his various radio surveys and market analyses prepared while with Addison Lewis & Associates before going to the advertising department of the Minneapolis-Honeywell Regulator Co. This work attained country-wide recognition and was instrumental in clarifying the radio situation as concerns this area. Kraff is one of Minneapolis' oldest agencies, established in 1916.

SCHWIMMER & SCOTT, Chicago agency, is celebrating its fifth anniversary. Walter J. Schwimmer and R. J. Scott head the firm, with Cecil Widdifield and Norman Heyne as radio executives.

JOHN G. CORNELIUS, vice-president of Batten, Barton, Durstine & Osborn, is in Hollywood for a once-over of the local scene.

JOHN FAULKNER ARDT & CO., Philadelphia, has been admitted to membership in American Ass'n of Advertising Agencies.

King Starts Fifth Year

Chicago—Wayne King launched his fifth year of Lady Esther Serenades on CBS on Monday. Series has run a couple of years longer than that on NBC, and is oldest sponsored show on air featuring only a dance orchestra.

Durante School Expands

For the second time in two years, the School of Radio Technique directed by George Marshall Durante is enlarging its quarters in the RKO Building. A new control room and studio are being added, giving the school two control rooms.

GUEST-ING

CLYDE BARRIE, baritone, on Heinz "Magazine of the Air," Feb. 27 (CBS, 5 p.m.)

SYLVIA CYDE, lyric soprano, BEATRICE BRODY, contralto, and EARLE E. STYRES, baritone, on "Metropolitan Opera Auditions," Feb. 27 (NBC-Blue, 5 p.m.)

W. C. FIELDS, on Lux show, March 7 (CBS, 9 p.m.).

TULLIO CARMINATI, on "Your Hit Parade", March 5; LOIS BENNETT, March 12 (CBS, 10 p.m.).

KAY THOMPSON, on "Saturday Night Swing Club", Feb. 26 (CBS, 7 p.m.).

JOE E. BROWN and DOROTHY WADE, on Eddie Cantor show, Feb. 23 (CBS, 8:30 p.m.).

WROK ROCKFORD, ILL. 1410 KC.
IS THE RADIO VOICE IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN



● ● ● **PERSONAL Postcards To: Lanny Ross' Nadine Conner who used to sing those "Show Boat" duets with you, will hold that Coca Cola spot indefinitely....Sholem Secunda: Cahn & Chaplin, who made "B. M. B. D. S." swingy, have toyed with another Yiddish tune, "Yussel, Yussel" which will be recorded by the Andrew Sisters under "Joseph, Joseph"....Louis Sobol: Hugh Hough writes a sensational column for the Miami Herald—four months out of the year covering nightclubs and such; the other eight months Hugh (whose real tag is Bill Morrell) is editorial director for the 17 publications published by the University of Pitts.....Jimmy Fidler: In your syndicated column the other edition you stated you've been covering Hollywood for 20 years. Izzat so?**

● ● ● *Senator Wheeler: To KOAM, Pittsburg, Kan. goes credit for one of the most dramatic rescues in the history of the modern midwest. Just five hours after frantic parents appealed to the station for aid in the quest for their children lost while on an adventurous bicycle exploring trip, one child, a girl, was found and returned to her mother's arms unharmed. However, the boy was found dead due to exposure and exhaustion....Also, please note that a news flash from KFVS, Cape Girardeau, stating that two fugitives had escaped from the Missouri State Pen., resulted in the convicts being nabbed when a resident of Illinois heard the description and phoned the sheriff of Illinois County.*

● ● ● **Guy Lombardo: Jan Garber replaces Ray Nobles' crew on the Burns and Allen show April 11 when Noble returns to London....Jack Pearl: You know, of course, that the Jack Benny show comes East next month, along with Phil Baker and Eddie Cantor. But did you know that Kenny Baker can't come to N. Y. because of picture commitments and must be replaced with a local singer?....G. W. Hill: Bearing out our raves when it was a sustainer, Kay Kyser's show for you, aired over two stations only, received more than 37,000 pieces of mail....Maybe you'd like to take our suggestion now to air David Ross—whose voice is so, so pleasing—and convincing....Eddy "The Great" Duchin: Richard Himber lost ten pounds—and Brother Robbins says "his MR. also" last week.**

● ● ● *Shep Fields: Last year you created a sensation with your "Rippling Rhythm." For a furore in '38 we recommend Dewey Bergman's distinctive melodies....Ben Marden: Your Mickey Alpert has been catering to the society folks around Philly with his crew....Jos. N. Weber: At the Casa Manana the other dawning, Abe Lyman played drums, Ted Weems tooted a trombone, Liebert Lombardo blew a trumpet, George Hall and Guy fiddled, Little Jack Little and Jack Miller doubled on piano—and Jerry Blaine, Jack Denny and Seymour Simons knocked themselves out to get the baton. The combination sounded so awful—that union cards had to be presented as proof that they were musicians....Jack Adams of Erwin, Wasey: MBS' "News Testers", the sustainer you're very much interested in, will be moved down to follow George Jessel's show Sundays.*

● ● ● **Hy Gardner: Article on short-wave propaganda in U. S. by Larry Wolters, radio editor, recently printed in the Chi. Tribune, was the subject of a debate on the floor of the House of Commons last week....Max Baer: Don Norman, emcee of WAAF's "Breakfast Express" in Chicago, interviewed Kingfish Levinsky who said he's a rassler now....Henny Youngman: You should be able to use Jack Waldron's gag: "I've been turned down so often by my girl—I now feel like a bedspread!"....Joe Marsala: Isn't it about time you quit advertising Adele Girard as appearing with your band at the Hickory House—she's been in Hollywood since December....Jimmy Dorsey: Your former vocalist, Vicki Joyce, has joined a hillbilly crew headed by Zeke Manners—her brother.**

ORCHESTRAS MUSIC

JACK MILLS has acquired the score of Leonard Sillman's revue, "Who's Who," new Broadway production which Elsa Maxwell is presenting and scheduled to open the week of Feb. 28th at the Hudson Theater.

Richard Whiting, a popular song writer for 25 years, died Saturday in Beverly Hills after a lingering illness. He was 46 years old. His mother, widow and two daughters survive.

Tommy Dorsey, sentimental gentleman of swing, takes time off from his successful Amateur Swing Contests long enough to play on March 2, over NBC-Red at 8:30 p.m., a half-hour medley of the tunes he has introduced to the air since he first hit the popular fancy with "Marie."

Following in the latest Scotch swing style, popularized by Benny Goodman's renovating of "Loch Lomond," Jack Mills is handling swing versions of "Annie Laurie," and "Comin' Thru The Rye," arranged by Sid Phillips, Scotch swingmaster of the British Isles.

Arthur Cremin, director of the New York Schools of Music, will be feted in the Georgian Room of the Hotel Piccadilly the night of Feb. 26 in celebration of his latest composition being adopted as the official national anthem of the Junior Birdmen organization.

Mischa Violin, concert violinist-conductor, who will be a guest Wednesday on Dave Elman's "Hobby Lobby," will play a violin solo and also discuss his hobby of collecting smoking pipes.

Blue Barron's orchestra, the Cleveland band now in New York at the Hotel Edison, is recording for Victor. Barron's contract with Victor, arranged by CRA, calls for 30 records. Barron is heard four times weekly via NBC and has been renewed for another 13 weeks.

...Did you know that a rigid audition is necessary to qualify for admittance to The School of Radio Technique?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

Los Angeles

SYBIL BOCK will provide the incidental organ music for Lum and Abner when the rural comics start their new Postum series over CBS on Feb. 28. Hal Rorke, head of CBS publicity, will publicize the virtuosity of the young lady who, in private life, is the wife of Hal Bock, head of NBC publicity.

Lal Chand Mehra's "Story of India" series on KECA has been muted temporarily to permit of the author-commentator preparing a number of scripts in advance.

Jack Patton, who has been conducting KMTR's Sunday "Study in Swing," has a new program each week night at 10:15-10:30, and Bob Miller's "Your Romance" series has been switched from 11:15 to 9 p.m. on Mondays.

Don Wilson was guest for George Jay on KFWB and the California Radio System on Monday afternoon's "Hollywood Matinee." Gave him chance to gag about the broadcast being transmitted over "6 delicious stations." Patricia Norman, the Eddy Duchin vocalist, takes her bow today, when Jay also will guest Lucky Strike's "Your Hollywood Parade" auctioneer, F. E. Boone. Ray Noble was quizzed Friday.

NBC Red will broadcast the testimonial dinner tendered Louis B. Mayer on the occasion of his retirement from the presidential chair of the Association of Motion Picture Producers on Feb. 24. Set for 9:15.

Marney Food Co. of Los Angeles, maker of Marco dog and cat food, has renewed its "Marco Juvenile Revue" on KNX for a second 52-week period. I. F. Wallin, account executive for I. F. Wallin & Staff, Los Angeles agency, placed business.

Bobby Huston, 11-year-old vocal prodigy, has been added to the cast of Ed Lowry's "Swingtime" program over Mutual, taking the place of Milton Watson, who is set to do a little trouping with the Mae West unit in Eastern cinemas.

The Chesebrough series, "Dr. Christian," starring Jean Hersholt goes off the air at the expiration of its 26 weeks in April. The actor is due for another trip to Canada for filming the annual 20th Century-Fox picture with the Dionne quins.

KFWB has a couple of new band remotes from the newly opened La Conga nitery. Harry Rosenthal and his orchestra, as well as Eduardo Durande and his rhumba band, will be heard nightly.

WOKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

NEW BUSINESS

KGVO, Missoula, Mont.: Kellogg, "Howie Wing" series.

WCAU, Philadelphia: Armstrong Cork Co., "Heart of Julia Blake," through BBD&O; Webster-Eisenlohr Cigar Co., time signals, through N. W. Ayer.

WFIL Philadelphia: Sterling Products Co. (Haley's M-O, Danderine), ETs, through Blackett-Sample-Hummert; P. G. Vogt & Son (Meat Products), ETs, through Clements Agency; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Vikonite (tonic), talk, through Philip Klein Agency; Piso Co. (cough medicine), through Lake, Spiro, Cohn, Inc.; Holland Furnace, spots, through Ruthrauff & Ryan; Crowell Publishing Co. (Women's Home Companion), through Geyer, Cornell & Newell, Inc.; Libby, McNeil & Libby, ETs, through J. Walter Thompson; Paac Chemical Co. (headache tablets), spots, through Walker & Dowing; American Chicle (Sen-sen), spots, through Badger, Browning & Hersey, Inc.

WIP, Philadelphia: Sendol Laboratories (Kelpamalt), music; Ironized Yeast Co., music; Carter Medicine Co., spots; Sunday School Times (publication), through N. W. Ayer; Longines-Wittnauer Co., time signals.

KNX, KSFO, San Francisco: Bayuk Cigar, "California Sports Review," with Sam Balter.

KSFO, San Francisco: Armstrong Cork (Quaker rugs), "The Heart of Julia Blake," ETs through McCann-Erickson; Loxol Shampoo, "Glamorhythms," ETs, through Milton Weinberg Agency.

WFAA, Dallas: Comet Rice Co., ETs, through Freitag Advertising Co.

KFRU, Columbia, Mo.: Service Life Insurance Co., spots, through Presba, Fellers & Presba; Armand Cosmetics, announcements, through Wade Advertising Agency; Tonex Tonic, programs, through Vogel & Beerbohm; Stuart Tablet Manufacturers, programs, through Benson & Dall.

WFIL Starts ET Service

Philadelphia—WFIL has established a recording service under direction of Roger W. Clipp, business manager, with Edward Pamphillon, engineering supervisor, looking after technical operations. Waxings already have been made for Taylor Packing Co. for use on three southern stations, also for Personal Finance and a number of network commercials taken from Mutual and WLW lines for rebroadcasting. Don Withycomb, g.m., says the new service does not aim to compete with outside recording firms for commercial business.

WJR Show for WGAR

Detroit — "News Comes to Life," year old feature on WJR at 7 o'clock Saturday nights, will be piped to WGAR, Cleveland, starting Feb. 26. Show follows, loosely, pattern of "Time Marches On" but confines stories to American events.

Each show features one crime story, with criminal always caught to carry out "crime does not pay" idea, hero of the week and bits of comedy and pathos from news of the week.

Scripts are written by Geraldine Elliott, Duncan Moore and Al Reibling. Produced by Charles Penman.

Padula on NBC Tele Staff

Edward Padula has been added to the NBC-Radio City television production staff. He fills the vacancy caused by the resignation of John Gihon, former KDKA employee, who came here last September to work in the television department.

Mickey Mouse Fading

West Coast Bureau, RADIO DAILY

Los Angeles — The Mickey Mouse show for Pepsodent goes off the air at the expiration of the initial 13 weeks on March 20. Set up by Lord & Thomas on a more or less experimental format, the fanciful characters of Walt Disney to date have failed to hit their stride. New show being readied for the sponsor is a script series called "Career Woman," written by Ted Sherman.

CRA Signs Busse

Henry Busse and his orchestra have been signed by Charles E. Green to exclusive management contract with Consolidated Radio Artists Inc. Busse will continue at the Chez Paree in Chicago with nightly broadcasts over NBC networks, also his Mar-o-Oil commercial on the same web.

With the signing of Busse, the CRA lists reaches the 150 mark, with names including Whiteman, Russ Morgan, Marek Weber, Ferde Grofe, Don Bestor and others.

New Indiana Corporation

Indianapolis—Incorporation papers for Indiana Broadcasting Corp., to operate a new radio station planned here, have been filed by Glenn VanAuken, attorney, and Bethel Wilson and Mrs. Nancy L. Ladd as incorporators. VanAuken said the corporation was formed to permit transfer of a radio permit issued in his name last May by the FCC to the company which plans to operate the station.

Stephen Cartwright Dead

Lincoln, Neb.—Stephen Cartwright, 47, blind and deaf radio news commentator who had worked on 20 different stations in the U. S., died Sunday of a heart attack. He was last employed at KOIL.

Bob Carter's Book

Bob Carter, chief announcer of WMCA, who has resigned effective March 1, is putting the finishing touches on a book he is doing for the benefit of novice announcers, and which may be used as a handbook for old timers as well. Carter plans to leave for the coast as soon as the tome is completed.

First in local accounts in Chicago
WGES
(*In the heart of Chicago*)

Chicago

ERNA PHILLIPS, author of "Woman in White," "Road to Life" and "Guiding Light," has been commissioned by a publishing firm to write a textbook on how to write for radio.

George Hooper of NBC reception staff left Feb. 21 to join announcers and writers staff of WBEO, Marquette, Mich.

Jim Ameche, who has been fitting pretty well into the shoes left here by Brother Don, is now taking singing lessons from Don's old teacher.

Fern McKeon, secretary to John Baker at WLS, is laid up by illness.

Lucy Gilman, recovered from appendicitis, is back in the cast of "Attorney at Law."

The NBC Night Club with Ransom Sherman as emcee is to be brought back on the Blue at 9:30 p.m. tomorrow. Harry Kogen will serve up the music with Clark Dennis, Betty Bennett and the Three Romeos as vocalists.

Bob Trendler is directing the WGN dance orchestra and vocalists while Harold Stokes vacations in Florida.

Yvette Rugel, WOR-Mutual radio songstress, is heading the floor show at Colosimo's Restaurant.

Willie and Eugene Howard are heading the new floor show starting at College Inn around March 1.

Virginia Clark is vacationing in Florida with her husband.

Kingfish Levinsky has been making some appearances on WAAF Breakfast Club.

WIND has contracted to carry the remaining half dozen basketball games on Northwestern's schedule.

Lillian Gordoni is spotting the singing pooch of Margie-Lou Weisenberg on her Monday night Radio Party on WSBC for R. B. Clothing Stores.

CKLW, Windsor

Forster Hewitt, hockey announcer, will be at the mike in Toronto on Sunday for the New York Rangers vs. Toronto Maple Leafs game.

"Wings Over the World", the Father Schulte series, starts here today.

Another Way to Tell the KVOO Story!
★ KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N. B. C. Edward Petry and Co., Representatives ★

Web Billing Establish New Record in January

(Continued from Page 1)

ord-breaking month for CBS. Network's December, 1937, total was the all-time high with $2,786,618. The January figures top this by $500,000.

NBC's record month of the past was October, 1936, with $3,696,489, which included the Presidential election gross expenditures.

Commercials Cancelled For Charity Fund Appeal

(Continued from Page 1)

appeal under the name of Greater New York Fund.

WJZ, WOR, WABC and WHN will air the entire show. WEAF and WMCA will broadcast the first hour. Programs which will be cancelled out are the General Foods-"Good News of 1938" and the Chrysler-Major Bowes hour.

Gabriel Heatter on WOR, usually heard at 9 p.m., will probably be heard at an earlier time. Understood that Winthrop Rockefeller did the contacting for his father and in some cases went direct to the sponsor in order to get permission to use the New York outlets.

Program will be broadcast from the Center Theater with the NBC Symphony orchestra under the direction of Walter Damrosch and Fritz Reiner, each conducting one number. Amparo and Jose Iturbi will also be on the show. Speakers will include Mayor LaGuardia, John D. Rockefeller, Alfred J. Smith and others. Lowell Thomas will express the thanks to sponsors for relinquishing their time.

New Recording Studios Established in Dallas

Dallas — Broadcasting Recordings Inc. has been established here in the Santa Fe Bldg. by Gordon Butler, as president. Newly incorporated concern succeeds Butler Recording Studios. Company is engaged in transcribing programs for various commercial sponsors and will service stations in this territory with custom-built shows and library of recordings. Quarters include a studio, control room, executive offices, reception room, latest RCA speech input equipment for recording and broadcast, and a staff of writers, directors and technicians.



Greetings from Radio Daily

Feb. 23

Sylvia Press
Thomas L. Thomas
Don Kerr

F. C. C. ACTIVITIES

APPLICATIONS RECEIVED

KNEL, Brady, Tex. CP to change frequency to 1340 kcs, change transmitter site.

WSAU, Wausau, Wis. CP to make changes in equipment and change power to 100 watts night, 250 watts day.

WHBF, Rock Island, Ill. Involuntary transfer of control of corp. to The J. W. Potter Co., Marguerite F. Potter, John W. Potter, Ben H. Potter, 1267 shares common.

KTKC, Visalia, Cal. CP to change frequency to 890 kcs., install new transmitter and directional antenna, change power to 1 kilowatt and hours of operation to unlimited time.

EXAMINER'S RECOMMENDATIONS

Transfer of control of WNAX Broadcasting Co. from Charles H. Gurney to South Dakota Broadcasting Corp., be granted.

Young People's Ass'n for the Propagation of the Gospel, Philadelphia. CP for new station, 1220 kc, 1 kw., daytime, be denied.

Transfer of control of KRGV Inc., Weslaco, Tex., from M. S. Niles, transferor, and O. L. Taylor, Gene Howe, and T. E. Snowden, transferees, be granted.

Hettinger and Neff Complete Radio Book

Practical Radio Advertising, new volume by Herman S. Hettinger and Walter J. Neff, was published this week by Prentice-Hall Inc. Tome, which sells for $5.00, is a comprehensive work, taking broadcast advertising from its conception to the checking of results. Extensive analysis includes Fundamental Considerations, going into definition of radio advertising, the complete campaign, the listeners, the radio advertising structure and the service organizations, planning and executing the campaign, television outlook, data on radio families, retail trade and structures of regional and national networks as well as rate cards and sample scripts.

Hettinger is Assistant Professor of marketing at Wharton School, U. of Penn., and was formerly director of research for the NAB and with the FCC. Neff, formerly sales manager of WOR, is head of the Neff-Rogow Agency.

George Silvers on His Own

George Silvers, formerly with Ed Wolf Associates and Jimmy Saphier, is opening his own offices shortly. He has in tow a list of programs built around Murdock Pemberton, Upton Close as a commentator, Arthur Robb of Editor & Publisher, and others.

P. & G. on New WOV Schedule

Procter & Gamble programs on WOV, which feeds the shows to WPEN, Philadelphia, and WCOP, Boston, are now being heard in a continuous three-quarter hour period, 10:15-11 a.m., Monday through Friday. Programs are the Camay, Oxydol and Ivory shows.

Radio Classes via KTMS

Santa Barbara, Cal. — A radio course has been added to the curriculum at Santa Barbara Teachers College, with classes meeting in studios of KTMS. Purpose of course is to instruct in radio technique. Classes meet each Tuesday afternoon and the group builds a show for presentation over KTMS on Thursday night.

Mueller Co. to Renew

C. F. Mueller Co. (macaroni) on March 14 will renew the Crosby Gaige "Kitchen Calvacade" show on seven NBC-Blue stations, Mondays through Fridays, 10:45-11 a.m. Kenyon & Eckhardt Inc. has the account.

KHUB Renders Service In Cal. Flood and Storm

Watsonville, Cal.—KHUB has won high commendation for service rendered in the recent windstorm and flood which inundated a third of the city. With special FCC permission to operate after sundown, station aired storm warnings and correct information about conditions at intervals during day and night.

Jack Bennett, station manager, covered the waterfront during the day and was actually standing on the levee when 150 yards of it crumbled away. Jack Wagner, operator and announcer, kept in close touch with the situation all night long, aided in rescue work and then wrote a story of the levee break which he aired as a scoop at 6:30 a.m. "Toby" Hanny, chief engineer, stayed at the controls day and night.

Gene and Glenn to Shift

West Coast Bureau, RADIO DAILY

Los Angeles — Gene and Glenn, rural comics long sponsored by Kellogg from various origination points, are reported washing up the affiliation after April 1.

New Hollywood Script

West Coast Bureau, RADIO DAILY

Los Angeles — Hugh Wedlock Jr. and Howard Snyder, writers for Eddie Cantor and various other programs, are scripting a new one called "Young Hollywood" for submission to agencies and sponsors. Cast will be recruited from picture juveniles, with an orchestra headed by Benny Bartlett.

George Fischer to Resume

West Coast Bureau, RADIO DAILY

Los Angeles — George Fischer resumes his "Hollywood Whispers" over Mutual on Feb. 27. Eastern release is set for 9:45 p.m., and he will do a coast re-broadcast at 9:15 PST. Bob Hope will guest on the initialer.

Charles O'Connell to Conduct

Charles O'Connell, young American conductor, will lead the Philadelphia Orchestra program next Monday over NBC-Blue at 9 p.m. Lauritz Melchior will be the guest soloist. W. M. Kiplinger will be speaker. Program is sponsored by Group of American Banks.

Emil Corwin a Father

Emil Corwin, NBC-Radio City press department, is the father of a boy, born Monday. Child will be named Thomas.

Agencies Meet Resentment In Seeking a Peek at Log

(Continued from Page 1)

basic objection was that they did not want the "outside world to know their business."

Results of the survey is expected to ease all difficulties and a copy of the announcers' work sheet furnished when requested. Agency takes the position that it has every right to protect its client in any way it sees fit. Stations on the other hand still contend that all must not suffer for the unethical practices of isolated cases. Letters from station managers to station rep. on the subject were recently printed in these columns.

Canadian Radio Probe; Attack Music Society

(Continued from Page 1)

break the monopoly of the Canadian Performing Right Society, which levies toll on practically all music on the air. W. K. Esling, supporter of the bill, says the Society is collecting on two to three million titles which it claims to own, and he charges many of the numbers are not owned.

Short Wave Stations Get Wires from World's Fair

(Continued from Page 1)

the fair grounds during entire run of the exposition.

All sustaining programs emanating from the grounds will be aired over the two stations on the 9550 kc. and 9530 kc. channels. The 21,500 and 15,330 kc. channels will be used for evening broadcasts directed to Central and South America. Deal was confirmed by John S. Young, radio director of World's Fair.

Paul Harron Acquires WIBG in Glenside, Pa.

(Continued from Page 1)

will handle foreign language business. Harron at present holds a license to build a new station in Camden.

Paper to Start Station

Port Angeles, Wash.—The Evening News here will soon start its own radio station. FCC recently granted authority for a station on 1500 kcs., 100 watts night, 250 watts day.



UNIVERSAL HAND SET

for transreceivers, 'phones and inter-systems, Hi output quality microphone.

Microphone Division
UNIVERSAL MICROPHONE CO. LTD.
424 WARREN LANE
INGLEWOOD, CALIF., U. S. A.

OKLAHOMA CITY

Earl C. Hull, WKY chief engineer, is in Washington and M. H. Bonebrake, commercial mgr., in New York on biz.

Robert Donley, WKY announcer off for new ticket with WCAE in Pittsburgh.

Honey and Vic Gregory, well known Pacific Coast artists, auditioning at WKY.

Ken Griffin is now announcing at KVOO, Tulsa.

Father John J. Walde, Catholic priest, buying Sunday seven p.m. spot on KOMA for religious discussions.

WKY Artists Service Bureau, under direction of Hal Scher, getting flood of calls for station talent.

Lee Norton and Ken Wright, WKY artists, booked for the Criterion Theater week of March 3.

Uncle Leo Blondin, Oklahoma City zoo superintendent and former circus man, on WKY three times per week with kiddies' animal show.

WKRC, Cincinnati

Bernice Williams Foley, book critic, begins a weekly series tomorrow as part of the "Woman's Hour".

Dick Bray, sports commentator, is back at the mike after a two-week vacation.

Al Bland, Dow's daily "Dawn Patrol" pilot, and Maynard Craig, announcer on the program, ad-lib most of the time, and fan mail indicates the listeners like it.

WISN, Milwaukee

"Ann Leslie's Scrapbook", conducted by Mary Ann LeMay and sponsored by Milwaukee Fresh Fruit & Vegetable Adv'g Council, renewed for extended period.

D. A. Weller, chief engineer, spoke on "Studio Technique" before speech class of Shorewood High School.

"Even as You and I", with Conrad Rice, now heard five-weekly at 4:30 p.m.

16,000 Time Signals

West Coast Bureau, RADIO DAILY

Los Angeles—LeRoy Diamond Co., local jewelers, has been the most consistent user of time signals locally. Recently passed the 16,000th reiteration of "correct time, courtesy of LeRoy's," and just signed for nine daily signals over KFI for another 12 months.

Paul Cherington Resigns

Paul Cherington has resigned from the presidency of the Market Research Corp. to open his own office. Percival White succeeds Cherington.

$500,000 Corp.

Albany—Airways Broadcasting Co. Inc. of New York has been chartered with stated purpose of operating a radio station. Capital stock is listed at $500,000. Coudert Bros., New York City law firm, filed papers, with James E. Hughes, Paul Jordan and C. Truman Thompson as incorporators.

Program Reviews and Comments

Alan Courtney

Alan Courtney, formerly on WNEW, began a new series of "Gloomchasers" programs Monday over WINS, daily except Saturday at 11:30-12:30 noon. With Louis Katzman's musical crew in the background, show is a well diversified variety show, moving along at a good clip under the guidance of Courtney and his breezy style. In addition to music and chatter, with plenty of informal gagging by Courtney, the routine includes vocalist contributions, guest stars, birthday greetings, weather report and five minutes of news bulletins.

Vocalists on yesterday's show, Don Lamont and Peggy Mann, did very pleasing work. Miss Lamont is a night club singer from the Village and shows special promise. The guest of the occasion was Barry Wood, CBS singer and handler of lines, who made an ingratiating visitor.

Program, designed for participating sponsorship, has a fan club angle and should prove a good audience holder.

Alan Kent

Bucking the somewhat similar show on WINS for half of its running time, the new "Fun Club" musical which on Monday introduced Alan Kent as emcee over WNEW is amiable entertainment and should appeal particularly to listeners who prefer a leisurely pace in the handling of their musical variety fare.

Kent talks in a southern-flavored drawl that falls pleasantly on the ear. He indulges in the familiar banter, kidding and cross-fire with other members of the cast.

Orchestra is ably handled by Merle Pitt, and chief singer is Frank Raye, tenor. A group called The Smarties under the direction of Harold Cooke also dispenses some good harmony, and a trio known as the Sweet Young Things likewise injected vocal pep into the proceedings.

Show is logged Monday through Friday.

"Elmer and Axel"

New series on WMCA, Sundays at 1:15-1:30 p.m., concerns the adventures of two farmers in an upstate valley. Author is Alan Lampe, and show is produced by Charles Capps. Lead characters are played by Charles Perkins and Eddie Bisner. Perkins is a former ball player and radio is a new field for the erstwhile major leaguer. Bisner has been in show business for years.

First program held promise, yet it seemed that so capable a team could be doing something more important—unless the script develops strength along unusual lines. Sunday afternoon is probably no easy time to break in such an act, anyway. Nothing much happens in the first show and this might indicate that the author does not intend to inject action so much as to make it into a philosophical piece. The subsequent programs will have to tell the story as to the script's durability.

"Did You Know?"

Prefacing each item with the title query, "Did you know?" this WNEW program, heard Saturdays at 3:30-3:45 p.m., is an engrossing compilation of facts, fads and fancies. Material includes both news and magazine subjects, running all the way from current and coming events to interesting statistics, geology, child psychology and whatnot. The stuff is entertainingly touched up and holds attention, with commentator (unannounced) doing a good job.

Last Saturday's compilation included facts about the 10 most popular women in Europe, the info that one out of every 91 persons was a crime victim last year, Indiana's test for auto drivers suspected of insobriety, and a batch of other items.

"Earaches of 1938"

Final broadcast of this Harry Conn series over CBS on Sunday night was lively enough in the way of material and general talent, lacking only the right emcee personality to make it a bang-up show. As everyone seems to have known all along, Conn made the mistake of trying to be the show's main actor as well as its scripter. Had he stuck to the latter, in which he is aces, career of the program might have been a different story.

Beatrice Kay, Mary Kelly, Barry Wood, Charles Cantor and Freddie Rich's orchestra were the surrounding talent, all very able and willing. A youngster named Elvin Field, appearing in the role of a kid at the theater with his mother, also did a good bit on the final program.

"Outdoors with Bob Edge"

Bob Edge, WOR-Mutual's outdoor expert, makes a change in his time and style of program. Currently heard on Saturdays at 7:15-7:30 p.m., Edge is now devoting his program to questions that arise in the mind of the average angler, hunter or camera fan. In addition to answering the letters, there is other commentary on fish and game. First program was naturally tied up with the current National Sportsmen's Show at Grand Central Palace. Edge, as usual, knows his stuff and delivers it in authoritative manner.

Briefly

Major Edward Bowes' tribute to O. O. McIntyre, on his "Capitol Family" broadcast Sunday noon over CBS, was a heart-stirring gem.

Gladys Swarthout brought vocal distinction to the Chase & Sanborn Hour over NBC-Red on Sunday night, with tenor John Carter showing improvement over his recent initial program, and Helen Brown doing a swell piece of acting with Don Ameche.

Roy Atwell injected a few extra laughs with his stuttering on the Joe Penner-CBS show, which always is well laugh-studded anyway.

Phil Baker's program on CBS last Sunday sounded much funnier than usual, and Jack Benny's crew gave one of its best displays.

El Brendel in the comedy end and Sigmund Romberg in a bit of musical assistance bolstered the George Jessel "30 Minutes in Hollywood" stanza on Mutual. Jessel has built the show up to a formidable average.

TOLEDO

Suc Blanchard has been appointed to the program department at WTOL, which makes its debut Feb. 27. Frazier Reams is president of the new station, with M. E. Kent as manager.

Ethel Palm, new singer here, is being heard twice weekly on WSPD with Eleanor Miles in her organ recital.

KSL, Salt Lake City

Social collegiate scoop of the season was bagged when Junior Prom committee of Utah U. chose KSL to supply music for 1938 prom. Gene Halliday directed the ork. Ann Reid was featured singer.

Chief Engineer Eugene Pack addressed U. meeting of American Institute of Electrical Engineers on short wave broadcasting.

"The Mayflower Sets Sail", new commercial, uses a lady philosopher for merchandising a food shop. Clair Stewart Boyer, writer and poet, is featured. Irma Bitner produces.

WSPR, Springfield, Mass.

Howard S. Keefe, senior announcer and public relations man, has resigned as radio programs director for the City of Springfield.

Wayne H. Latham, program director, has begun a new series of Traveltalks.

Principal H. Jacob Joslow of Ludlow High School has plans under way for a radio script writing course in the school's curriculum next semester to be aired over WSPR.

WHK-WCLE, Cleveland

Carl Mark is now emceeing "Burt's Amateur Show" as well as "Wake Up and Swing" for same sponsor.

Mutual-fed WHK-WCLE programs are being rebroadcast by WGH, Newport News.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

KANSAS CITY

Richard Phelps, new KXBY president, made a week-end trip to Chicago to confer with Sam Picard and Leslie Herman, principal stockholders in First National Television Co.

Russell Crowell, WHB vocalist, who has been in the hospital, is now recuperating at home.

Bea Johnson, who appears in a KMBC commercial, addressed the Missouri University School of Journalism and the Stephens College student body in Columbia, Mo., on Friday.

Fred Weingarth, WDAF sports and special events announcer, has his arm in a sling. Fell on the ice.

Moreland Murphy, KCMO announcer, is quarantined by his daughter's mumps.

John Tompkins, tenor, with Harold Bernhard, violinist, and Newell Schaper, pianist, replaced Rose Ann Carr on Showalter Shoe's WDAF Sunday commercial.

Betty Ann Painter, KCMO staff artist, visiting Detroit.

Betty Sweeney has replaced Margaret Hillias on Fatty Lewis programs sponsored by Listerine Brushless Shave over WDAF.

KCKN sold three special broadcasts on Dollar Day stunt to 25 local merchants.

George Couper Jr. of KXBY sales staff back from a sales trip.

"Musical Shopping Bag", sponsored by eight grocers, is a new KCMO series, with Betty Ann Painter conducting.

C. R. Mooney, Chamber of Commerce publicity head, and Lee Roberts, KCMO program manager, making personal appearances as dad and son-in-law in a KCMO series titled "Dad Differs".

WGTM, Winston-Salem

Jimmie Riser, newscaster, has recovered from injuries received in a recent auto crash.

Ben Farmer and H. W. Wilson, managers, are back from a trip up north which included the NAB convention.

WBRY, New Haven

Bill Blatchley and Jack Henry are at the mike for weekly boxing matches from the Arena.

Harry Vartanian, bass baritone, is doing a semi-classical series on Thursdays.

☆ Coast-to-Coast ☆

VERN C. SOASH, savings department manager of the Minnesota Federal Savings & Loan Ass'n of St. Paul and Minneapolis, took to the midwinter conference of the American Savings & Loan Institute in Columbus, O., a transcription of one of the half hour funny paper shows his association presents each Sunday over WTCN. The recording of the feature, now known as Jane Joy's Minnesota Federal funny paper show, was presented at a two-hour breakfast meeting before about 300 delegates. Soash explained how the dramatized funny paper show with a cast of ten that had been a sustaining feature on the station for much of three years was taken over, a merchandising hook put into the script, and other additions made to bring about maximum listener interest, not only by boys and girls, but by grownups. The results, in developing savings accounts and other business, have justified a renewal of the contract, Soash told the delegates. Luther Weaver and Associates is the agency.

Don Allen, as the Hollywood Reporter, has begun a series of weekly programs over KSFO for C. H. Baker Shoe Stores of San Francisco on Sunday afternoons at 3 o'clock.

WOR on Sunday interrupted its morning schedule from 8 to 10 a.m. with Transradio bulletins on the Hitler speech to the Reichstag. Ordinarily WOR does not air the news until 10 a.m. on Sundays.

Finals and semi-finals of Detroit's Golden Gloves tournament will be broadcast by WJR from Olympia at 10:30 Tuesday night. Jimmy Stevenson and Harry Wismer, WJR's sports announcers, will be at the microphone.

Eight stars made transcriptions Monday with Victor Arden's orchestra for Chevrolet's "Musical Moments" series. The stars were Lucy Monroe, Kay Thompson, Ray Heatherton, Jimmy Farrell, Irene Beasley, Howard Price, Barry Wood and Lois Bennett. Programs were transcribed at the World Broadcasting System studios.

First broadcast from Boston to Lithuania took place yesterday via WORL and short wave station W1XAL. It was a special program in celebration of Washington's Birthday and the 20th anniversary of Lithuanian Independence.

Scotty Rose, young vocalist, has returned to WPAY, Portsmouth, O., in a new series titled "Song Stylist." He also is featured on station's new swing session with Dottie Page, Bob Newman, Gene Duncan and Jimmie Duncan.

George A. Ward, "The Star Gazer" on WNYC, will offer a special program of Longfellow readings in honor of Henry Wadsworth Longfellow's birth next Sunday. Program is at 8-8:30 a.m., with Robert E. Jones at the console.

Racine Pure Milk Co., Racine, Wis., sponsors of Lola Andre, commentator and philosopher over WRJN each Friday, and Pedar Back on Danish house each Thursday, has added its third broadcast over the same station in "Moments of Life," daily except Sunday.

CANADA

"Canada 1937-38", sponsored by Imperial Tobacco, celebrated its first anniversary last week. Victor George is the producer.

Ken Sisson, conductor of "Canada 1938", has accepted an invitation to conduct his orchestra at the Musicians Ball at the Windsor Hotel in Montreal late in April.

Toronto Printing Pressmen and Assistants Union has lodged protest against CBC, which is charged with "becoming a subsidiary of the American broadcasting companies" and keeping Canadian talent out of work. A petition is to be forwarded to members of Parliament.

WGAR, Cleveland

Jack Paar of the announcing staff escaped a shower of rice and old shoes when he married Irene Gubbins at Trinity Cathedral in an unannounced ceremony. Mrs. Paar was formerly a member of the musical staff of WKBN, Youngstown. Mildred Bruder, WGAR hostess, was maid of honor. Hal Hubert of WHK was best man.

Manager John F. Patt is back from Florida with an enviable sun tan.

WGAR staff attended the invitation preview of WTAM's new studios last Tuesday.

Fred Rosenberg and Charles McBride of the musical staff return from tour of the East with Cleveland Symphony Orchestra.

Stan Wood's Orchestra is added to dance band remote pickups.



AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. PHOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. James V. Peppe
Wilson, Powell & Hayward, Inc.
444 Madison Avenue, N. Y. C.

My dear Mr. Peppe:

With such a distinguished array of radio personalities under your management you must necessarily have need of exceptionally fine off-the-air recordings.

International Production Studios, with its modern, air conditioned studios, one of the most completely equipped in the east, is ready and eager to supply you with the excellent work you require.

A personal visit from you will enable us to convince you of the exceptional quality of our recordings.

Very truly yours,

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Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 38 NEW YORK, N. Y., THURSDAY, FEBRUARY 24, 1938 FIVE CENTS

McNinch Opposes Burdensome Tax

FINCH FACSIMILE GETS SIGHT-SOUND LICENSE

The first FCC experimental license for the broadcasting of sound and facsimile simultaneously has been granted to the Finch Telecommunications Laboratories Inc.

Broadcasts will be aired on the 35.6 megacycle band with 1 kw. power. The audio broadcast will

(Continued on Page 2)

NBC Starts Transcribing "The Lone Ranger" Series

NBC Thesaurus starts this week with first of a series of 26 recordings of "The Lone Ranger," King-Trendle feature originating in studios of WXYZ, Detroit. Deal has been made whereby the show, now heard on many stations as a live talent pro-

(Continued on Page 2)

New Transmitter Lines Being Installed by NBC

NBC is installing new 10 kilocycles lines from its studio to the WEAF transmitter at Bellmore, L. I. Lines are of the high fidelity type and will improve the quality of the WEAF signal. After the WEAF job is completed, same thing will be done with the WJZ lines to Bound Brook, N. J.

Kyser to New York

Chicago—"Kay Kyser's Musical Klass" on Mutual for American Tobacco will move to New York end of March for closer supervision by bosses. Kyser's contract with Blackhawk restaurant running until June will be abrogated. Kyser will probably play one nighters in and about New York for some time after he goes east.

Four-Point Jamboree

Tuscola, Ill.—WDZ, which has studios in five towns, puts on a Sunday show called "Four Studio Jamboree" aired from four studios at the same time. Show is run with scripts, as artists from the different studios exchange gags and songs, with same effect as if show were coming from one studio. George Losey writes and produces.

Boston Ranks Fifth

Boston—As a program-originating city for NBC, Boston now ranks fifth, outstripping many cities of larger population. It is topped only by New York, Hollywood, Chicago and Philadelphia. Average is 16 network shows weekly, with some weeks as many as 21, being fed by WBZ-WBZA.

$50,000 PRIZE CONTEST AUGMENTS NEHI PROGRAM

Nehi, which starts "Royal Crown Revue" over NBC-Blue on March 11, will simultaneously start a $50,000 consumer prize contest which will run for 25 weeks.

Contestants are required to write 25-word letters on the subject "I like Royal Crown cola best because...."

(Continued on Page 3)

Anti-Ascap Measure Advances in Canada

Toronto—Ascap's representative in Canada, the Performing Right Society, is dealt its severest blow yet in a bill which was given its final reading by unanimous vote in House of Commons yesterday and now goes to the Senate. Measure provides that no performing right fees can be collected from hotel keepers or merchants who turn on radio programs for benefit of their friends and patrons.

KCKN Sales Up 44%

Kansas City, Kan.—Marking the sixteenth consecutive monthly increase, KCKN commercial sales for January were 44 per cent higher than same month last year.

FCC Chairman Seeks More Reaction From Broadcasters Before Taking Stand on Proposed Wattage Levy

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch has "no desire to see the radio industry taxed out of existence," and although he feels that the broadcasting field could contribute something, he is not inclined to go into such a plan until he has "more reaction from the broadcasters themselves on the subject," he told RADIO DAILY in a special interview yesterday.

Despite reports printed in some newspapers, McNinch does not favor the wattage tax bill sponsored by Rep. John J. Boylan. Declaring that he had never seen the Boylan measure, much less favoring it, the FCC chairman pointed out that when he said some fair system of taxing radio stations could be worked out he meant that some method might be evolved out of taxing licensees, but that such a plan would take considerable thought. He said some quarters had misunderstood him on the Boylan bill.

Hearings on the Boylan measure will not be held for "at least three weeks," according to Congressman Thompson, chairman of the House Ways and Means Sub-committee, which will consider the measure. Well informed sources add that any legislation of this type is extremely unlikely at this time. The bill, though introduced at the first session of the present Congress by Boylan, was conceived by FCC Commissioner George Henry Payne, who some months ago released a detailed plan for taxing stations $1 per watt. Many

(Continued on Page 2)

CENTRAL CASTING BUREAU BEING SET UP IN CHICAGO

Chicago—As the radio dramatic center of the nation, this city will shortly have a Radio Central Casting Bureau, patterned after the Hollywood casting bureau, with headquarters in Mather Tower and operated by A. N. Elyot, formerly with Don Lee Artists Bureau, Hollywood, and Margaret Patterson, production manager of the defunct Insull Affiliated Broadcasting Co.

Agencies, production directors and performers are reported believing the bureau will alleviate some of the

(Continued on Page 3)

Lambert Pharmacal Show Going on Mutual Network

Lambert Pharmacal on March 22 at 9:30-9:45 p.m. will start a new series of "True Detective" programs on three MBS stations (WOR, WGN, WLW). Effective with daylight saving, eight mid-west and eastern stations will be added to the network.

This is the first Lambert show to

(Continued on Page 2)

Geo. Ross Managing KWG

Stockton, Cal.—George Ross, former production manager of KMJ, Fresno, has been appointed manager of McClatchy's KWG here, succeeding Bernard Cooney, resigned, it is announced by Howard Lane, g.m. of California Radio System.

League is Formed to Conduct National Referenda by Radio

Chicago — George Washington League for conducting national referenda by radio has been formed here, with L. S. McLeod, former Stewart-Warner executive, as president-founder. League hopes to set up nationwide mechanism for guidance of President and Congress on emergency questions. View is that,

(Continued on Page 2)

New Pepsodent Program For Pacific Coast Group

Chicago—Pepsodent has bought the serial "Career Woman," by Ted Sherdman, for five Pacific Coast NBC-Red Stations (KPO, KFI, KGW, KHQ, KOMO), starting March 21 at 3:15 p.m. Lord & Thomas agency is handling.

Local Fiddlers Out

Norfolk—WTAR was upheld in its musicians' local controversy when Examiner Henry Clifton backed up Henry Cowles Whitehead, station's musical director, also the audition board, in declaring local fiddlers were unsuited for position as first violinist. Whitehead has gone to Philadelphia and New York for a suitable man.

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FINANCIAL

(Wednesday, Feb. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	140⅞	139½	140½	— ⅝
CBS A	18½	18⅛	18⅜	— 1⅛
Gen. Electric	42½	41¾	42⅜	+ 1
RCA Common	7	6⅝	7	+ ¼
RCA First Pfd	52½	52	52	+ ½
Stewart Warner	10⅛	10	10⅛	+ ½
Westinghouse	100⅜	98	100⅜	+ 3⅛
Zenith Radio	14⅜	13½	14¼	+ ⅞

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

Form League to Conduct Nat'l Referenda by Radio

(Continued from Page 1)

if enough local chapters can be set up in communities, radio referendum can be made permanent agency of government for use when foreign entanglements threaten.

Brig. Gen. James A. Ryan heads governing council; Senator Arthur Capper, and Homer J. Buckley, advertising executive, are vice-chairmen. Other officers are R. S. Brunhouse, vice-president; L. A. Paeth, treasurer; E. J. Costello, executive secretary; T. H. Hanlon, director.

League is non-profit, with headquarters at 333 North American Ave.

Consolidated Drug on KSTP

Chicago—Consolidated Drug Trade Products has started a new show, "Night Extra," over KSTP, St. Paul, to push Krank's Lather Kreem, new shaving preparation. Show features roundup of day's news and sports events. McCord Co. is the agency.

Jules Haasberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST. NEW YORK

☆ Programs That Have Made History ☆

WMCA's "Gangplank"

THE record for presenting the greatest number of notables on any one program or radio station during the year 1937 is claimed by WMCA. This record was achieved through the "Gangplank" series in which noted passengers aboard the ocean-going liners are interviewed at the piers of the big ships.

The total number of notables presented on WMCA microphones during 1937 adds up to 1,036. The ships covered on these broadcasts were the Normandie, Queen Mary, Conte di Savoia, S.S. Paris, Aquitania, Ile de France and the Berengaria. Altogether there were 148 individual broadcasts comprising a total of 2,220 minutes of air time.

Here are a few of the thousand odd names picked at random from the year-end compilation. (Incidentally, what a radio program they'd make if you could get them together on one broadcast):

Jack Benny, Mary Livingstone, Beatrice Lillie, Gertrude Lawrence, Anna May Wong, Lee Shubert, Dr. A. J. Cronin, Mrs. Martin Johnson, Lady Nancy Astor, Countess Dorothy di Frasso, Lady Drummond Hay, Giovanni Martinelli, Duke of Manchester, Duchess of Sutherland, Ely Culbertson, Tommy Farr, Max Schmeling, Grover Whalen, Amy Johnson Mollison, Mrs. Gloria Vanderbilt, Tommy Manville.

Also Fritz Reiner, Josef Levine, Victor McLaglen, Norman Thomas, Emil Ludwig, Hattie Carnegie, Lady Furness, Hervey Allen, Madam Elizabeth Rethberg, Madeleine Carroll, Maureen O'Sullivan, Marquis de Polignac, Baron G. Selmer Foughner, Georgie Hale, Vic Oliver, Clyde Pangborn, Rouben Mamoulian, Walter O'Keefe, Sonja Henie, Buddy Rogers, and many, many more.

There is no definite time for "Gangplank." It is presented several times a week, depending upon the schedules of ocean liners. One of the unusual things about the program is that it must be recorded before it is broadcast. This is necessary to eliminate unessentials and to conform to broadcast schedules.

Accordingly, although the broadcast is only a 15-minute period, it takes from three to fours hours to compile. Passenger lists are thoroughly scanned for likely interviewees. Arrangements are then made to bring the people before the microphones waiting at the pier of the ship. What with customs regulations and other inconveniences, it is not possible to bring them to the mikes in anything like a steady stream.

After one of the interviews is recorded, there is a 30 or 60-minute wait for the next one. These lulls, however, are entirely missing from the actual broadcast. Therein comes the value of the recording equipment. The transcription is cut until the next one appears resulting in one continuous recording which makes for a unified, punchy broadcast.

The interviews on "Gangplank" are conducted by Frankie Basch and Martin Starr under the direction of Dick Fishell, director of the special events department of station WMCA.

Frank McNinch Opposes Burdensome Wattage Tax

(Continued from Page 1)

feel that Payne was indirectly taking a potshot at 500,000-watt WLW.

Payne Upheld on WLW Hearing

Coincident with the new developments on Boylan bill, FCC yesterday upheld Commissioner Payne on his recent refusal to renew WLW's 500,000 watts without a hearing. Crosley Corp., WLW operators, petitioned FCC for a review of Payne's action on Jan. 20, but it was refused in routine decisions yesterday.

In view of the heavy burden imposed on big-watters, observers feel that the Boylan measure would have to be considerably revised before making any headway.

NBC Starts Transcribing "The Lone Ranger" Series

(Continued from Page 1)

gram, will have certain markets set aside where there is no conflict with the live talent broadcasts. Next 26 shows will be taken off the air and subsequently made available in certain territory for sponsorship.

KSL Morning Milk Quizztime

A new series of Quizztime Shows has just been contracted on KSL, Salt Lake City, by the Morning Milk Co., large Western evaporated milk producers. The show is heard twice weekly for quarter-hour time. Titled "What Do You Know"? with Judy and Joe, the quizzer twins open with queries and close with the answers. Envisaged is merchandising plan whereby milk company plans use of labels for submitted questions. Leonard Strong and Marty Husbands appear as the Quizzer Twins. Wally Sandack produces and announces. Frank McLatchy sold the account on long term basis.

Educational Series on WHN

A series of Tuesday educational programs known as "Women's Hour" will start over WHN on March 1 at 2:30-3 p.m., under auspices of Jewish Theological Seminary.

★ Call for BRINCKERHOFF RECORDINGS
29 W. 57th St. PL 3-3015

COMING and GOING

ELEANOR SPENCER, pianist, and P. AMARESCO, Austrian tenor, arrived from Europe yesterday aboard the Champlain.

FRANCIA WHITE arrives from Hollywood tomorrow to make some recordings for Rexall.

DAVE ELMAN, HARRY SALTER, DEL SHARBUTT and LEWIS R. AMIS go to Detroit for the March 16 broadcast of Hudson Motor's "Hobby Lobby" from the 5,000-seat Masonic Temple auditorium there via WJR.

O. B. HANSON, NBC vice-president in charge of engineering, and LENOX R. LOHR, NBC president, are back from the West Coast.

C. E. (Ned) MIDGLEY JR., BBDO radio time buyer, returns to town on Friday. He is on an extended trip through the West.

O. L. TAYLOR, president of KGNC, Amarillo, is in town.

JOHN CAPLES, president of The Caples Co., Chicago, and MRS. CAPLES, arrived back in town yesterday after a 25-day South American cruise aboard the Rex.

AL BRENNER of Rocke Productions is back in New York following a trip to the Boston territory.

JOAN BROOKS, NBC singer, has returned from a South American cruise on the Rex.

VICTOR J. ANDREW, Chicago consulting engineer and head of the radio equipment firm bearing his name, has returned to that city after a short stay in New York contacting stations.

Lambert Pharmacal Show Going on Mutual Network

(Continued from Page 1)

be aired on the Mutual network. Sponsor now has "Grand Central Station" on NBC. New program emanating from WLW, will plug Listerine shaving cream. Contract set for 52 weeks through Lambert & Feasley Inc.

Finch Facsimile Gets Sight-Sound License

(Continued from Page 1)

have a range of 4-10,000 cycles, with the facsimile using 10,000 cycles and above. Transmitter, located at the New York address, will have the call letters W2XBF.

Bushman Heads Foreign Tour

Chicago — Francis X. Bushman, screen veteran, now headlining CBS "Step-mother" series and appearing in half dozen other Chicago shows, will be written out for two months during summer while he conducts a 50 day tour of a stage, screen and radio party through Europe.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
• SUNDAY WEAF-NBC RED 9 A. M. EST.
Management NBC Artists Service

Central Casting Bureau Being Set Up in Chicago

(Continued from Page 1)

confusion existing in Chicago's fifty-odd script shows.

Basil Loughrane of Lord & Thomas, Ros Metzger of Ruthrauff & Ryan, and Park Parker of Blackett-Sample-Hummert are among agency radio executives who see the bureau as a good thing.

Plan Newfoundland Link

Montreal—A new broadcasting system is being undertaken for Newfoundland, with site for a station at Mount Pearl near St. John's. It is planned to link the province by wireless telephone with Canada, the U. S. and England. Plan includes relay stations throughout the island.

Lyle DeMoss to WOW

Lincoln, Neb.—Lyle DeMoss, program director of KFAB, has accepted a better offer from WOW, Omaha, where he will be production manager and assistant to program director Harry Burke in charge of all music matters.

Allis Chalmers "Family Party"

Chicago—Allis Chalmers new show which takes air over NBC on March 12 has been named "Family Party" and will have Everett Mitchell as emcee and Joseph Gallicchio as musical master in addition to previously announced talent of Joe Dumond as commentator and Annette King as soloist.

Harry Lauder on Mutual

Mutual on March 16 at 4:15-5 p.m., via BBC, will air the Sir Harry Lauder program. Famous stage comedian has not been heard in this country in recent years.

Terri La Franconi Held Over

Miami Beach—Terri La Franconi, NBC tenor, has been signed for an additional five weeks at the Roney Plaza, making the longest run for a singer there.

WJAX to John Blair

John Blair has been appointed station representative for WJAX, Jacksonville, Fla. Station was formerly handled by the late Norman Craig.

NBC Employees' Dance

NBC employees will hold their annual winter dance at the Hotel Roosevelt on April 22. Peter Van Steeden will play for dancing.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

NEW PROGRAMS—IDEAS

WDZ School of Music Clicks

WDZ, Tuscola, Ill., recently proved that teaching singing via the air waves really works. The operetta, "Snow White and the Seven Dwarfs," was taught to all Douglas County rural schools by teacher over WDZ, and then performed on Tuscola High School stage with only two rehearsals together. The large audience proclaimed the venture a big success. Teaching over WDZ will continue throughout the school term. Helen DeFore was the instructress.

New 5-Minute Series

Universal Radio Programs Inc. will soon release a new five-minute series known as "Builders of Our Nation." Scripts, for one-man production, give the listener glimpses into the lives of: Andrew Carnegie, Will Rogers, Theodore Roosevelt, Mark Twain, Stephen Foster, and others. Stanley Field, former program director of WLTH and now on the writing staff of Universal Radio, will supervise research for the series and do the writing.

KIRO Program Keyed to Skiing

On "Harmony Highway," program sponsored by the Washington Motor Coach System and broadcast twice weekly over KIRO, Seattle, commercials on bus fares are effectively keyed to the major winter sport by presentations of interviews with the instructor at the ski area to which the busses run. The aforementioned expert gives specific "pointers" on skiing technique, urging skiiers to try 'em out next week-end. Agency handling the account is Beaumont & Hohman.

School Traveltalks

Wayne Henry Latham, program director of WSPR, Springfield, Mass., has begun series of "travel talks" for school children, broadcast in cooperation with "Travel Magazine." Program is heard in morning spot every school day.

Hal Kemp Crew in Crash

Worth, Ill.—Several members of Hal Kemp's orchestra were injured in the collision of the Chicago-St. Louis Wabash flyer with a truck Tuesday. John Peterson, manager of Kemp's tour, received a broken ankle. Maxine Gray, songstress, was severely cut and bruised. She will be laid up for several weeks. Various other members were treated for injuries. Anson Weeks' band was pressed into service Tuesday night.

Kemp is booked to appear on the Zenith program over CBS next Sunday night.

WILE for Fred Wile

Laporte, Ind. — Frederic William Wile, CBS commentator, will be honored by this his home town by having the new local station given the call letters WILE if and when FCC approves application for new 250 watter on 1420 channel. Application recently was approved by FCC examiner. Wile is father of Fred Wile Jr. of Young & Rubicam staff.

Linton to Expand

Chicago—Ray Linton, who has represented WMCA, New York, in Chicago area, opens offices in New York at 342 Madison Ave. and enters national representation field. Linton left John Blair & Co. in 1934, having served as vice-president. Prior to that he had been associated with WBBM.

WTMJ, Milwaukee

Mary Agnes Donahue, rhythm singer, clicked so well in her debut supported by the Tunesmiths that Musical Director Bill Benning plans to give her three shows a week.

George Comte, ace announcer, is handling the NBC broadcasts of Woody Herman's band, fed from Hotel Schroeder.

Award to Genevieve Rowe

Genevieve Rowe next Sunday will be awarded the "Rising Musical Stars" $500 prize. Program is sponsored by Sealtest on the NBC-Red network, 10-10:30 p.m. Miss Rowe is a regular vocalist on the WEAF Consolidated Gas program and the CBS-NBC Philip Morris half-hours.

$50,000 Prize Contest Augments Nehi Program

(Continued from Page 1)

and for the best letters received weekly cash prizes will be awarded. First prize will be $1,000; next ten prizes $50; next 50—$10.

With each letter, contestant must enclose a Royal Crown bottle cap. The first ten winners each week will be announced on the Nehi program. James A. Greene Advertising Agency, Atlanta, has the account.

A.A.U. Meet on Mutual

Exclusive description of the National A. A. U. Indoor track and field meet from Madison Square Garden will be aired over WOR-Mutual on Saturday night, with Dave Driscoll at the mike. NBC had the program sewed up but later found it might conflict with the Toscanini concerts, so dropped it into the lap of WOR and Mutual as a good-will gesture.

20,000 Letters in Day

Chicago — All previous mail records at WJJD have been shattered by deluge of requests for free pictures and toy balloon offered on Consolidated Drug Trades "Suppertime Frolic." On Monday 20,000 requests were received and since the offer went on a week ago 107,600 requests have been tallied. Account has two hours daily on station. Benson & Dahl handle the account.

SMALL TOWN HABITS?

sure they differ • • • one city from another • • • just as neighbors on one street do • • • but their needs are identical with the world • • • in Michigan's eight major markets there are hundreds of these lively communities • • • plus several cities of 50 to 100 thousand population • • • where people prefer their "neighbor" radio station • • • these markets are united as one peoples by • • • •



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

DAVID NOYES, vice-president of Lord & Thomas, is in Hollywood from Chicago to discuss details of new Pepsodent show daytime serial, "Career Woman." Renewal of "Mickey Mouse" in a later night spot also is reported.

ALVIN AUSTIN CO., agency for Pilot Radio Corp., has started a test campaign on foreign-language stations.

JOHN G. ROBEL, formerly with Frank Presbrey agency, has joined Evans Associates, Chicago.

ALBERT KIRCHER CO., Chicago, has landed Erie Clothing Co. account.

HENRI, HURST & McDONALD, Chicago, through J. J. Martin, research director, has issued an analysis of the Robinson-Patman, Tydings-Miller and Fair Trade Acts.

WANDA MEYER has joined J. Walter Thompson Co., Chicago, as assistant to Earl Pritchard, head of outdoor department.

THORNLEY & JONES, Chicago, has taken over Pure Oil Co. account.

FRANK PRESBREY CO. Chicago office has been moved from Merchandise Mart to Builders Building. Agency has landed account of DeKalb Agricultural Ass'n, DeKalb, Ill., breeders of hybrid seed corn. A radio campaign is contemplated.

W. ARTHUR WILLIAMS has been named manager of National Advertising Service, Chicago.

JESSIE ELIZABETH CHURCH, formerly with WIBM, Jackson, Mich., has joined Aircasters Inc. as executive in charge of all women's programs.

KARL FREDERICK, formerly with Chicago office of Ruthrauff & Ryan, has gone to Detroit where he is account executive on Electric Auto-Lite Co.

WQAM, Miami

Byron Lowery, formerly of KRLD, has joined the announcing staff.

Sonja Henie, up to make a guest appearance on Dinty Dennis' "Dug-out of the Air."

Mallory Chamberlin, WMC official, visited WQAM during Miami sojourn.

WQAM is feeding both the Flamingo and Widner stake races to CBS from Hialeah on Feb. 26 and March 5. Bryan Field will be at the "mike."

BIRTHDAYS

Greetings from Radio Daily

February 24

Jack Ingersoll
May Singhi Breen
Theo Alban
Ruth Pickard
Pauline Morin

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Walt Disney's "Mickey Mouse" show for Pepsodent has been RENEWED for 13 weeks after which it'll rest for an equal period—and return for another quarter....Ben Pollack replaces Jimmy Grier's crew on the Joe Penner show March 21....Victor Young has been renewed for 13 weeks on the Al Jolson series....Andrews Sisters will do a 5-weekly series for Chi on completion of their "Double Everything" show....A new Wrigley show is being prepared called "Double Lovely" tied in with an elaborate newspaper campaign using the fashion pages for its medium....Billy K. Wells will gag the Lou Holtz material for the Brewers' show—which is again delayed because time can't be cleared....Raymond Scott's Quintet will be off the air for the next two months because Johnny Williams, the drummer, was in an auto crash which required 16 stitches in his head.... Emery Deutsch will be feted at Leon & Eddie's Sunday, and Estelle Taylor will appear at Billy Rose's Casa Manana.**

● ● ● *Sportslinger Tom Dailey abetted by Lou Kemper covering the wrestling matches from the ringside last week for WDOD, Chattanooga, became part and parcel of the tussle they were describing....One of the bone-crushers decided to use the leg of the broadcast table to comb the hair of his opponent. Table was torn asunder and chairs were taken from the broadcasters to further accomplish no-good....When Dailey and Kemper managed to get back to the ringside, another cauliflower-plaster decided to use the similar tactics—and Tom and Lou did a ringside description from the BALCONY! ....KARK, Little Rock, aired a flash for the U. S. Employment office that 500 men were wanted. Within 10 minutes 300 men were in trucks en route to work—and an hour later the office asked KARK to discontinue the plea—as 1,000 men had been engaged!*

● ● ● **Kay Thompson and a Trio instead of Connie Boswell will be on the Brewers' show....Alexander Kirkland and June Walker have taken steady parts in the "Big Sister" show.....Now that Jack Robbins is back in town, he'll begin a rampage of firm-buying—the first being Donaldson, Douglas & Gumble....Mack Millar will not give up his press agentry in N. Y.—but will leave the office under an ass't. His nite club accounts have been divided....Bert "Mad Russian" Gordon leaves Hollywood today for N. Y.....Spencer Hare is with Mills Artists now....CBS Artists will be booked by WOR into clubs, etc.....Lucky Strike "Hit Parade" will give up airing from the CBS playhouse and return to the studio—because the band set-up can't be changed....Fred Readick, who portrayed the original "Shadow," will direct the Phillip Morris series, replacing Chubby Martin—and the writer comes from the "March of Time" forces.**

● ● ● *Hoagy Carmichael's first song under his Paramount pact is "College Swing," the title song for the picture—which also has "Moments Like This" and "How'd You Like to Love Me" written by three newcomers in whom Sidney Kornheiser at Famous has great faith....WMT of the Iowa Net was recently looking for an idea to promote the station and Ralph Slade's band—when a "natural" fell in their lap. Lambda Gamma Nu, Greek letter house at Iowa State Teachers College, was quarantined for small-pox and the event got plenty of space in the daily sheets. WMT followed up the newspaper publicity by dedicating an entire program to the "shut-ins." Material for the show was furnished by their school paper. Smallpox angle was played up with frat coming in for plenty of praise. Students ballyhooed the show and parents, friends and teachers listened to the special airing....Idea became so popular that the station execs now salute another frat each week in the various Iowa colleges.*

PROGRAM REVIEWS

Raoul Marlo

Marlo is offering a travelog type of program in this new series on Tuesday at 7:45-8 p.m. on WMCA-Intercity. Suitable background music is supplied by an organ, and for the first trip Marlo included some of the tropical climate isles in the nearby Atlantic. For a sustaining show there is much in the travelog to stimulate the listener's desire for extended travel or the short cruise, and it would seem like a good bet for the latter ticket agencies or steamship lines.

SAN FRANCISCO

John B. Hughes, local prexy of AFRA, has reached agreement with Titan Recording Studios whereby Titan will record AFRA talent.

Titan Studios added Daisy Hoffman in charge of sales promotion, while Harry Carney, formerly of KFRO, is now in charge of sound effects.

Maurice Gunsky, singer, starts a new Titan transcribed series shortly, while Sam Moore has finished an additional 26 episodes of "Swamp Caesar".

PITTSBURGH

Bob Pritchard, KQV man-on-the-street, starts a new show Sunday, "Front Page People", dealing with folks who make the headlines.

Dan Munster, former WCAE announcer, is now at KYW, Philadelphia.

Mary McKay of WJAS has about recovered from a nose operation.

GUEST-ING

GEN. SMEDLEY D. BUTLER, on "For Men Only," Feb. 28 (NBC-Red, 10:30 p.m.).

"BEETLE," on "Log Cabin Jamboree," Feb. 26 (NBC-Red, 8:30 p.m.).

PHYLLIS BROOKS, with Tyrone Power in "Broadway Buckaroo" by Harlan Wares, on "Hollywood Playhouse," Feb. 27 (NBC-Blue, 9 p.m.).

THOMAS MANN, novelist, on "Book of the Month Club Concert," today; OSWALD GARRISON VILLARD, editor, tomorrow; JOHN ERSKINE, novelist, Feb. 27 (WQXR, 8 p.m.).

FELIX KNIGHT, on Schaefer Beer program with Leo Reisman, tonight (WEAF, 7:30 p.m.). ETHEL WATERS, same program, March 3.

RICHARD BONELLI, on Indianapolis Symphony, March 5 (MBS, 9:30 p.m.).

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

NEW BUSINESS
Signed by Stations

KWKH, Shreveport: American Pad & Textile Co., announcements, through Rogers & Smith; Carter Medicine Co., spots, through Spot Broadcasting; Chattanooga Medicine Co., announcements, through Nelson Chesman Co.; P. & G. (Naptha Soap), through Compton Advertising; Rio Grande Valley Citrus Exchange, announcements, through Leche & Leche; P. & G. (Ivory Soap), announcements, through Compton Advertising; Rit Products, spots, through Earle Ludgin; Hudson Motor Co., cut-in announcements on Hudson CBS programs, through Brooke, Smith, & Dorrance; CSO Laboratories, announcements, through Ratcliffe Advertising Agency.

KTNS, Shreveport: B. C. Remedy Co., announcements, through Harvey - Massengale Co.; P. & G. (Naptha Soap), spots, through Compton Advertising; RCA, announcements, through Lord & Thomas.

WLAC, Nashville: Kroger Grocery & Baking Co., (Clock Bread) "The Editor's Daughter," ETs; also "Linda's First Love" for Kroger's Coffee.

WNAC, Boston: Gillette Safety Razor, announcements, through Maxon, Inc. (also on 12 other Yankee net stations); National Biscuit Co., ETs, through McCann-Erickson; Holland Furnace, announcements, through Ruthrauff & Ryan; Sterling Products, Inc., ETs, through Blackett-Sample-Hummert, Inc.; United Drug, ETs, through Street & Finney; Axton Fisher Tobacco Co., ETs, through McCann-Erickson.

WBZ-WBZA, Boston: Vocational Service, ETs, through Critchfield & Co.; United Drug, ETs, through Street & Finney; Harvey Whipple Inc., ETs; White Laboratories, announcements, through William Esty & Co.; Devoe & Reynolds, through J. Sterling Getchell; Refrigeration & Air Conditioning Training Corp., "Musical Clock", through National Classified Advertising Agency; Standard Oil of N. J., "Esso Reporter," through Marshall & Pratt; Basco Co., announcements, through Kenyon & Eckhardt; North American Accident Insurance Co., news, through Franklin Bruck Advertising Corp.; Pine Bros., announcements, through McKee, Albright & Ivey; M. J. Breitenbach Co., announcements, through Morse International.

KDYL, Salt Lake City: Carter Products, spots; Sugarhouse Lumber, programs; Mountain Fuel Supply, spots; Pacific Fisheries, spots; Boston Store, time signals.

KFRC, San Francisco: Procter & Gamble (Oxydol), "Ma Perkins", ETs, through Blackett - Sample - Hummert; Longines-Wittnauer Co. (watches), announcements, through Arthur Rosenberg Co.; Procter & Gamble (Dash), spots, through Pedlar & Ryan; Lever Bros., announcements, through Ruthrauff & Ryan.

WHO, Des Moines: B. F. Goodrich Co., news; Oneida, Ltd., through BBD&O; Time Tested Laboratories (Glidden Paints), through Meldrum & Fewsmith; Miles Laboratories, through Wade Advertising; Service Life Insurance Co., farm news, through Presba, Fellers & Presba.

BOSTON

George Jessel's Sunday Mutual show, "30 Minutes in Hollywood", has been bought by Community Opticians over WAAB.

Adams & Swett, rug cleaners, expand their spot announcement schedule to include WEEI, WAAB, WCOP and WHDH, using 18 announcements weekly, through Dowd - Ostreicher Inc.

Eagle Cleaners make radio debut this year under same agency over WAAB.

ORCHESTRAS - MUSIC

WJR in Detroit paid tribute to the memory of composer Richard A. (Dick) Whiting at 11:15 last night. Spot is a regular feature titled "Reminiscing" and on this occasion was devoted entirely to Whiting songs, sung by Frankie Connors and played by the WJR orchestra under Samuel Benavie. Whiting began his writing career in Detroit and remained here until he went to Hollywood, where he died Saturday.

Ernie Holst's orchestra, currently in Detroit, opens at the Netherland Plaza Hotel in Cincinnati on March 9. Holst, now heard in Detroit over WJR, will have two network wires during his Cincinnati engagement, including two local outlets.

Each time that Victor Kolar directed the Detroit Symphony Orchestra in Schubert's Unfinished Symphony some dire happening followed. His fear of this music was revealed the other day when Olga Fricker, Detroit's leading teacher of classic dancing, included the Symphony in a routine for her dance numbers with the orchestra. So last night Ralph Holmes, music critic of the Detroit Times, brought Kolar and Miss Fricker together in the WJR studio to tell how it all happened that the maestro refuses to direct this particular symphony.

After Joe Rines and his orchestra complete their series of 78 transcriptions for a cigaret sponsor, they'll do a short vaudeville tour until they return to the networks on their "Time Of Your Life" show in March.

Billy Hayes, heard nightly over WIP from the Hollywood Restaurant in Philly, has written a song with Tommy Ginhardt called "Looney Little Tuney," which has been accepted by Exclusive Publishers. The band resumes recording shortly.

"You Are Music," with music by Frank Black and lyrics by Bernard Maltin and Albert Stillman, will be featured Sunday on "Magic Key of RCA" over NBC-Blue at 2 p.m. Number is published by Sam Fox.

Jack Jenney, whose trombone has augmented most of the name radio bands, is rehearsing his newly-formed orchestra for a commercial tryout.

Sammy Kaye, the "Swing and Sway" maestro, has penned a new song, "I-Ay-Ov-Lay-Oo-Yay," Pig Latin for "I Love You," which will be introduced by his band on the Mutual network on Saturday. On the same broadcast, he will dedicate "Phi Epsilon Pi for Aye" to the national fraternity.

Milton Kellem, former band leader, is now booking orchestras in Philadelphia.

At his last NBC broadcast, Larry Clinton played his new song "Dipper Mouth" and two kids began dancing in back of the studio a la Benny Goodman cats.

Clifford Herzer and Jascha Zayde, young American duo-pianists, celebrate today their first anniversary as a team and as broadcasting artists on WQXR.

The King's Jesters, who for the past two years have played continuously in three major Chicago hotels, the Morrison, Bismarck and La Salle, leave the Windy City for their first out-of-town engagement when they open for CRA at the William Penn Hotel, Pittsburgh, on Feb 28. Jesters will have a KDKA and NBC wire from the Pittsburgh hotel.

Barney Rapp and his New Englanders have been set by CRA to play a week's engagement at Loew's States Theater, New York, March 14.

Consolidated set a new location spot in San Francisco with the booking of Carl Ravazza and his orchestra into the Sir Francis Drake Hotel.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

☆ F. C. C. ☆ ACTIVITIES

HEARINGS SCHEDULED

April 4: WRSP, Inc., Wisconsin Rapids, Wis. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 5: Martin Anderson, Orlando, Fla. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 6: R. C. Atwood, Port Angeles, Wash. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

Florida West Coast Broadcasting Co. Inc., Clearwater, Fla. CP for new station. 1300 kc., 250 watts, unlimited.

April 13: Garden Island Publishing Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

May 4: Continental Radio Co., Washington. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

May 9: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

SAN ANTONIO

William McCabe, manager of KABC, and Charley Belfi, chief announcer, handled the remote of the Perry-Vines tennis matches last week.

W. T. Martin of Radio Enterprises is back from a New Orleans trip.

Mayor C. K. Quin is giving a series of talks over KTSA.

Travis Twins (Ted and Bill) are being sponsored by Sabinas Brewery on KTSA.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.
CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.
All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.
Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.
FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.
Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.
625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

Los Angeles

WARREN STOKES returns to his "Pick of the Pictures" at KEHE following release of Bob Garrett by Jack Gross, general manager. Stokes checks in on Feb. 27, with Bob Le Mond pinch-hitting during the interval.

KMPC has a new show in "Amy, Belle and Vi" on a Monday, Wednesday, Friday schedule at 2:45 p.m. Femme trio consists of Ora Sornsen, Dorothy Knox and Myrtle Ferguson.

Mark L. Gerstle, San Francisco, president of Associated Cinema Studios, Hollywood, planed in last week for a ten-day checkup on studio activities.

KFI's newly organized orchestral-choral group, "Chorestra," organized and christened by general manager Harrison Holliway, has had a third broadcast added to its original twice-weekly airing, and may now be heard Saturdays at 7:30 p.m., in addition to the Monday and Wednesday sessions at 6:15.

Forrest Barnes, American Radio Features scripter, has concocted a set of lyrics to fit the music of Charles Wakefield Cadman's "Love Comes Calling Me."

KHJ-Don Lee will broadcast twelve of the operas being presented by the California Opera Co. at the Shrine Auditorium, starting March 4.

Dr. James A. Vaus will present the "Jewish Prophetic Hour" on KMPC Sunday mornings at 9:00-9:30 for one year, under a contract just signed by the Smith & Bull agency. The same station also reports Dr. Maurice LeBell, D.C., now sponsoring the transcribed "Singing Strings"; Imperial Mutual Life Insurance Co. sponsoring the Monday-Wednesday-Friday "Answer Machine," placed by W. B. Ross and Associates; and Dr. G. A. Breigleb signed for a religious series, "Seein' Things," to continue indefinitely.

KHJ-Don Lee initials another program of interest to women with the advent of Adelle Davis, author and nationally recognized dietician, and her advice "To the Ladies" on Thursday at 11:45 to 12 noon.

"Take the Air," the Gene Inge-KFWB commentary on radio programs of the week, has been grabbed off by Radio Show, now inserted Saturdays in the Daily News as a feature radio section.

Don Prindle, writer on the Joe Penner show, became the papa of a 7-pound daughter last week.

Lawson Zerbe
PL 3-2600

☆ PROMOTION ☆

Exploit "Alaska" Disk

To exploit the "'Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKGB, Timmins, and CFCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses; window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer $100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

"Romance of Merchandising"

Faced with problem of publicizing its ninety departments, Loveman, Joseph & Loeb, Birmingham department store, has started three-weekly series over WAPI, logged as "Romance of Merchandising." Show dramatizes the stories of its leading merchandise, from discovery to modern usage and production.

Photos with Interviews

Photos will be taken of persons interviewed on "Red" Joyner's street broadcasts over WHKC, Columbus, Ohio, and forwarded to them as soon as developed in a novel merchandising tie-up.

WMAL, Washington

"Home Towners", sponsored by Mayer's Furniture Co., a Tuesday variety show with Lee Everett as emcee, Maxine Tappan, vocalist, and Rudy Schramm's ork, started Tuesday.

"What is the Song", sponsored by Tolman Laundry, begins next Monday on a six-weekly basis. Bryson Rash is announcer.

A new Sunday words and music show is "Cabbages and Kings", with words by Hilmer Baukhage, Washington correspondent.

WSFA, Montgomery, Ala.

Camille Brown has resumed her daily program over WSFA after a two-month vacation in New York, Washington, Wilmington, Delaware, and Langley Field, Va. During her absence, she made guest appearances on NBC-Red and Blue networks and Mutual.

Nine telephones and nine operators are required in WSFA's studio during the "Riddle Man" programs heard Monday, Wednesday and Fridays.

Paul Duncan, in engineering department for almost eight years, recently named chief engineer.

WDOD, Chattanooga

Addition of a union studio orchestra brings talent staff up to 45.

Earl Winger, co-owner of station, returned from NAB convention with great enthusiasm for new setup.

"The Breakfast Club", with Chuck Simpson, heard for 90 minutes each morning, is becoming a local institution.

KTUL, Tulsa

Erv Lewis, newscaster, off on a well earned two-week vacation.

Walter Cox, salesman, scores again and this time with a midnight newscast. "The First News of the Day" presented by K. & S. Battery & Electric Co., is heard Monday through Saturday at 12 midnight, believed to be one of the latest night sponsored broadcasts on any station, anywhere.

Wade Hamilton, recently named musical director, has been named director of the "Piano - Ensemble Concert" of the Tulsa Piano Study Club.

KGVO, Missoula, Mont.

Besides donating time to annual Chamber of Commerce membership drive, Manager A. J. Mosby received an award for being first drive captain to perfect his organization.

Sam Smith, announcer, back on the job after a tonsilitis ailment.

H. F. Kain has assumed featured role in Sunday "Around the Fireside".

Evelyn Henry and Jimmy Barber are handling production of a new feature, "America's Hours of Destiny", using National Park Service scripts.

WIS, Columbia, S. C.

Richard T. Allen, salesman, spent his birthday (Feb. 21) in Columbia Hospital, laid up by a game knee, which was injured years ago in a football game.

Golden Gate Jubilee Singers, local favorites two years ago, are coming back to WIS on a network show—the Nehi "Royal Crown Revue" via NBC.

Chicago

JAMES BINGHAM, of Chicago office of Howard J. Wilson, radio rep, and Helen May Sensenbrenner of Neenah, Wis., are honeymooning.

Malcolm Claire (Uncle Mal) has launched a new NBC series titled "First Ladies," featuring biographical talks in kid style of the wives of Presidents.

Agnes Donovan, formerly of Gene Furgason & Co. rep concern, has joined Chicago office of International Radio Sales as secretary.

Ted Weems and band, in New York this week making records for Decca, return to Chicago to open at the Trianon on March 5 and for their Varady of Vienna series on Mutual March 6.

Vic and Sade and Rush go to Danville, Ill., to make a theater appearance Saturday.

W. O. Conrad, NBC engineer and operator of W9WC at Elmhurst, Ill., who assisted with flood relief traffic in the Ohio valley last year, has been given the Public Service Award of the American Radio Relay League.

Jack Jefferson has replaced Gene Barron as assistant to Larry Wolters, radio editor of the Tribune.

Tom, Dick and Harry, harmony trio, has returned to west coast to enter radio work there.

Jess Kirkpatrick has taken over the Borden Marriage License Bureau interviews on WGN while Quin Ryan is in Florida.

It's a girl at Press Agent Jack Ryan's. Mother Lucille Ryan works for Clark-Hooper survey.

Sylvia Clark, NBC comedienne, playing a week at the Oriental Theater.

Harry W. Walker Jr. added to Chicago WOR sales force by R. J. Barrett, head of office.

Harold Azine has joined WLS as a newscaster assisting Julian Bentley, news editor of the station.

Charles Stookey, formerly of WLS staff, has been appointed general manager of KFNF, Shenandoah, Ia.

WICC, Bridgeport

Lois McLean, actress, left last week for a three-week trip to Texas.

Jeanne Poli starts an additional stint of "girl in the street" appearances, appearing on both the Mack Parker and the Bill Elliott interview periods.

Pop Smith's Nutmeggers added to permanent cast of "Tompkins Center." Program will also feature "Washboard Eddie," New Haven negro novelty.

KBTM, Jonesboro, Ark.

David Banks has returned as special events and sports announcer also head of continuity department. He was formerly of WTJS, Jackson, Tenn., and KARK, Little Rock.

Remodeling of studios and offices has been completed.

PHILADELPHIA

Herbert Syme takes over the Saturday evening spot vacated by Alan Scott on WCAU.

Charles Ingersoll is being heard over WPEN in a new series called "Romance of Time."

Larry Vincent, being heard over WCAU with his songs for a bread concern, is labeled "Toast of the Town."

Fred Weber and Vernon Crawford are now sharing the emcee job on WFIL's "Old Time Spelling Bee."

Amelia Brook's "Farm and Fireside" over KYW brings in guest stars as a new policy.

Bill Ware, WCAU news commentator, is making a series of talks at various clubs and luncheon meetings.

Dorothy Dignam, who wrote the script, will also appear as the leading character in "Famous American Women of Yesteryear" over WFIL.

Bill Lang returns with a new series of human interest news stories over KYW, together with interspersed music of Adele London.

James Caroll, also known as Bill Naylor, is now being heard in "Songs All Enjoy" on WPEN.

Mort Lawrence is the emcee on the new "Dixie Plowboy" show over WCAU.

Charles Benford, member of WFIL's Educational Bureau, is directing the station's new "High School of the Air."

Doc Levy, prexy of WCAU, returns to Florida for a continued vacation.

Charles Sansone, pianist in the WFIL staff orchestra, has penned a tune called "Like Smoke from a Cigarette."

KDYL, Salt Lake City

S. S. Fox, pres. and mgr., and John M. Baldwin, chief engineer, back from the east.

Al Priddy named sound effects' chief.

Floyd Farr, chief announcer, is known to local Western Union operators as "the man with the good-looking voice."

George Snell, production mgr., author of new book scheduled for fall publication: "And If Man Triumph."

Macksene Smith, steno, starring in current Salt Lake Little Theater play, "The Constant Wife."

Myron Fox, program assistant, himself an ardent amateur photographer, authoring new program, "Camera Club of the Air."

Elwyn Quinn appointed to handle "Children's Party," twice-weekly musical program by and for kiddies.

Canadian Sales Gain

Sale of U. S. radio sets to Canada in 1937 totaled 264,209 units valued at $22,691,150, a small gain over 1936.

CARL BIXBY

Creator, writer, director or producer of successful network radio programs.

P. O. Box 84, Manhasset, L. I., N. Y.

KWK, St. Louis

Allen C. Anthony, chief gabber, back on the job after an appendix divorce.

Charlie Stookey, head man of the "Early Birds", left Saturday to assume duties of g.m. at KFNF, Shenandoah, Ia.

Bert Igou, who's now handling duties of talent director, has a couple of hot shows in "Dramatic Interlude", Wednesdays at 7 p.m., and "Mrs. O'Brien's Boarding House", daily at 8:15 a.m.

New WJJD Salesmen

Chicago — Sales manager Herb P. Sherman of WJJD has added two men to the staff. They are Harold J. Tobin, formerly district sales manager of Pepsodent Co., and John E. Hopkinson, advertising executive with Hearst newspapers here.

WTMV, East St. Louis, Ill.

Lester E. Cox, president, is in Florida with his family until the middle of March.

Elmer Willrich, "Singing Auditor", is rehearsing a morning show with Paul Godt, musical director and organist.

Suzie, "The Gal from the Hills", has been sold to David G. Evans Coffee Co., St. Louis.

Paul Rectz's nightly German program has advertisers calling and wanting to buy.

Theater Firm on KFOR

Lincoln, Neb.—City Manager Bob Huffman of Lincoln Theaters Corp. has signed for a year for five minutes daily except Sunday on KFOR. Barney Oldfield, Sunday Journal and Star movie commentator, goes with it.

DALLAS

Bill Hightower, announcer and newscaster, is leaving WFAA to join faculty of Southwestern School of Radio Broadcasting and to become an announcer for Broadcasting Recording Inc.

Senora Milla Dominguez, soprano, will again be guest on the Dr. Pepper Dixie network program next Sunday.

New "Rural Mail" program on WFAA features Peg Moreland, Preston Trio, Eddie Dunn as emcee, Uncle Amos Plunkett and other talent.

Golden Gloves on Mutual

Mutual will cover the "Golden Gloves" bouts which start March 7. Dave Driscoll will handle the New York broadcasts with Bob Elson on the Chicago end.

Radio Continues Its March Of Progress---It Is Constantly On The Alert For New Ideas --- To Reach The Executives Of Radioland

"A TEST WILL TELL"

ADVERTISE REGULARLY IN

RADIO DAILY

NASHVILLE

Charles Duke has joined WSIX staff as engineer, replacing Joe Walters, who went to KPAC, Port Arthur, Tex.

Tim Sanders of WLAC is one of the new announcers permitted to take his mike into cabins of American Airline sleeper planes.

Jim Turner did such a good job on announcing end of Rubinoff's recent morning appearance on WSIX that the violinist had him assigned to his evening performance as well.

WDEL, Wilmington, Del.

"Parade of Melody," nightly musical feature, played host to Larry Clinton, NBC dance leader, composer and arranger. Clinton was interviewed by Lonny Starr, previous to his one nighter at the Black Cat Casino.

Chic Martin and his "Sing, Neighbor Sing" are currently sponsored by local Ralston-Purina dealers.

Alice Torrack, songbird, has returned to WDEL on Tuesdays at 3 p.m.

Herm Reitzes, sports commentator was among speakers at the recent farewell banquet to Lyal Clark, former Delaware University coach. Reitzes is a graduate of the U.

Wilmington Advertising Club had its annual banquet Saturday night at the Country Club. J. Gorman Walsh, WDEL manager, is also vice-president of the Ad club.

WDBJ, Roanoke, Va.

R. P. Jordan, station manager, returned from the NAB convention all smiles and full of enthusiasm. His outlook for the success of the reorganization can be described in two words, "very promising."

Mrs. Jack Weldon, R.P.J.'s secretary, is busy these nights rehearsing a play for the Roanoke Little Theater League. WDBJ announcer and commercial representative, Jack Weldon, is also busy, for the same organization, working behind the scenes.

ONE MINUTE INTERVIEW

RICHARD NICHOLLS

"Television will undoubtedly revolutionize all current concepts of advertising. No radio director can afford to overlook the significance of this incipient phenomenon. It will require the technique of a movie director, plus the skill of a stage producer to obtain effective results. Haphazard treatment will be inexcusable, inasmuch as the public is a much keener critic of sight than it is of sound. Those connected with the production of radio today will do well to brush up on the details of the guiding technique required by the new medium if they hope to keep abreast of imminent changes."

☆ Coast-to-Coast ☆

FRED ALLEN's 20th Century-Fox film, "Sally, Irene and Mary," with Alice Faye and Tony Martin also in the cast of headliners, opens tomorrow at the Roxy Theater. Musical numbers are by Mack Gordon and Harry Revel and Walter Bullock and Harold Spina.

While in Birmingham on Sunday, Rubinoff will be interviewed over WBRC. Fray and Braggiotti accompany him.

Pine Mountain Boys (John Montgomery, Roy McGeorge and Lonnie Robertson), formerly with WAAW, Omaha, and KFEQ, St. Joseph, Mo., have joined KFAB, Lincoln, Neb.

Lightning striking the tower of WHBL, Sheboygan, Wis., burned out the antenna, ammeter and fused the plates of the tower tuning capacitator forcing the station off the air from 9:10 until 11 p.m. one night last week.

Nat Shilkret's orchestra and Felix Knight have been engaged by NBC Transcription Service for a series to be heard on independent stations.

Johnny Neblett, WBNS (Columbus) sportcaster, has a beer sponsor starting Feb. 25. Johnny plans on spending some time down in Winter Haven, Fla., with the Columbus Red Birds.

Atlas Radio Distributing Corp. reports a stimulus in demand for its "Ports of Call" transcriptions as a result of the new upheavals in foreign countries.

Ernest Reiger, violinist, has been added to the schedule at WELI, New Haven.

Leo Stroh, guitarist with the Islanders, WHO, Des Moines, married Kay Weber on Monday.

University of Washington Men's Glee Club will be heard in the Columbia Chorus Quest on March 12 at 3 p.m. over CBS via KIRO, Seattle.

Tom Langan, script writer, has had his contract extended for the run of the Paul Whiteman air show. Langan is currently turning out copy for six network continuities, and begins on two more in the Spring.

The "200th Anniversary of the Founding of Methodism" will be aired over MBS on March 2 at 10-10:30 p.m. Program will be picked up by 20,000 Methodist churches in the country where approximately 2,000,000 disciples will be gathered. Senior Bishop Edwin Hope Hughes, Bruce Barton and Jeanette McDonald will be heard during the broadcast.

New set-up on the Imperial Tobacco program, "Canada 1938," over the coast-to-coast Canadian hookup Fridays from 10 to 10:30 p.m., includes Ken Sisson as musical director, Walter Bowles and L. S. B. Shapiro, commentators; Russ Titus, baritone; Emelia Heyman, soprano; Simone Quesnel, contralto; Melodiers Trio, Winchester Octette and Imperial Choir of 16 voices. The program is being produced by W. V. George of Whitehall Broadcasting, Ltd.

Elinor Sherry has postponed her recently announced personal appearance tour due to radio obligations.

FORT WORTH

KTAT has started a morning "Studio Party" variety show with talent including Joe Pierson, Roy George, Frances Kay, Helen Eldrich, Mike Gallagher and others.

George Cranston, WBAP station director, also is a church choir director. He began last week handling Magnolia Ave. Christian Church vocal group.

An "I. Q. Bee Contest" is being aired by KTAT on Sunday eves from Texas Hotel.

Lang Thompson and ork are airing over WBAP from Venetian Room of Blackstone Hotel.

Katz Changes Name

Chicago—E. Katz Special Advertising Agency has changed its name to The Katz Agency.

TONIGHT

FROM 10:30 to 11:00 P.M.

RADIO STATION WOR

HAS THE PLEASURE

TO PRESENT

An Exclusive Broadcast

Containing the First Public Announcement of the Winners of the

ANNUAL ADVERTISING AWARDS FOR 1937

in Radio and Other Media and for Distinguished Services to Advertising

This broadcast, presented in cooperation with Advertising & Selling and emanating from the Waldorf-Astoria Hotel, is a *must* for every radio man.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 39 NEW YORK, N. Y., FRIDAY, FEBRUARY 25, 1938 FIVE CENTS

Loopholes Found in N. Y. Radio Bill

Looking On

.... AND LISTENING IN

TAXATION The inconsistencies of legislators, especially when it comes to proposing taxes or other burdens on industries about which they have only superficial knowledge, are once more illustrated by current bills aimed at placing additional taxes on radio stations.

Broadcasters are besieged on the one hand by public leaders who want more resources donated to non-commercial programs of cultural, educational and civic interests.

And from the opposite direction comes the battalion of law-makers who seek to tax away the income that makes it possible for stations to provide more and better public service features.

Chairman Frank R. McNinch of the FCC shows good sense in saying that he wants to hear the views of broadcasters before he commits himself on any tax matters.

Now it is up to the industry's big and little fellows to come forth and talk.

One of the weaknesses of the radio business is that it hasn't the spokesmen and trouble-shooters so badly needed by any industry of such size and importance —and one which by its alluring nature invites more crackpot harrassing than the prosaic enterprises of shoe-making or glass-blowing.

The revitalized NAB has a chance here to realize its full possibilities for service.

First step is the selection of a president who will do aggressive and intelligent active service—not a "name" who takes big dough for doing nothing.

The broadcasting business doesn't need any "window-dressing."

It requires leaders who know their stuff and aren't afraid to act.

—D. C. G.

16-WEEK ET CAMPAIGN ON 20 GRAND CIGARETS

Waxing was completed yesterday on 78 transcriptions for Axton-Fisher Tobacco Co. (20 Grand Cigarets), to be aired on a three-a-week basis. Show is a musical with Martin Block as emcee. Station list is now being prepared. McCann-Erickson is the agency.

30 Ministers to Rotate On WORC "Morning Watch"

Worcester — WORC's "Morning Watch", aired daily at 8:45 a.m., will present over 30 of the city's leading ministers in rotation starting the first week in March under a new plan worked out by Manager E. E. Hill. Cooperating with the Worcester Council of Churches, WORC is seek-

(Continued on Page 3)

Kentucky Governor Uses Seven Stations for Talk

Cincinnati—To carry his Wednesday night speech from Newport, Ky., a one-hour talk looked upon as the touch-off in the biggest political battle in modern Kentucky history, Governor A. B. "Happy" Chandler engaged seven stations. Hookup in-

(Continued on Page 3)

20th Century Radio Prods. Has 4 Productions in Work

West Coast Bureau, RADIO DAILY

Los Angeles — With four productions in work simultaneously at the recording studios of Aerogram Corp., 20th Century Radio Productions, newly organized company headed by

(Continued on Page 2)

Stations Erroneously Defined—Curb on Political Talks Seen—Tax Estimate Far Too High

By HOWARD J. LONDON

The McCall bill pending in the New York State Senate, designed to class radio as a utility and place it under the jurisdiction of the Public Service Commission, has two "loopholes" in very important sections, radio executives pointed out yesterday after a study of the measure.

The bill defines a broadcasting station as a "plant equipped for the transmission by the directional or beam method of music, speeches, amusement, news and other features." There are about 50 stations operating

(Continued on Page 3)

LUCKY STRIKE REPLACING WARNER BROS. PROGRAM

Although Lucky Strike cigarets, through Lord & Thomas, on March 4 is renewing the time now occupied by "Your Hollywood Parade" over 77 NBC-Red network stations for another 13 weeks, the Warner Bros. studio production is being dropped March 23 when contract expires.

Same sponsor, American Tobacco, has the "Kay Kyser Musical Klass" now on Mutual out of Chicago and

(Continued on Page 6)

WIL Goes to High Court In Dispute with the FCC

St. Louis — Missouri Broadcasting Corp., operator of WIL, has gone to the U. S. Supreme Court in its efforts to compel the FCC to allot WIL the broadcasting facilities which the Commission recently assigned to St. Louis Star-Times, afternoon newspaper. Both applied for permission

(Continued on Page 2)

Commercial Biz Boosted On Calif. Radio System

West Coast Bureau, RADIO DAILY

Los Angeles — Eight and three-quarter hours weekly in new business has been placed on California Radio System since Jan. 1. Recent new accounts included "Myrt and

(Continued on Page 3)

OFF-THE-AIR RECORDS DO NOT NEED LICENSE

Although the Music Publishers Protective Ass'n is still considering forms of licenses for radio stations making their own transcriptions and expects that it will work out a plan within the next two months, it has definitely informed the broadcasters that no license fees or other permission will be necessary for off-the-air recordings where a station takes

(Continued on Page 6)

Fair's Radio Activities Are Departmentalized

All radio activities at the 1939 World's Fair, both commercially and on a sustaining basis, have been broken down into three divisions by exposition officials, it was learned yesterday. Entire setup, designed to

(Continued on Page 2)

John Royal, Rubicam, WOR Among Ad Awards Winners

John F. Royal, NBC vice-president in charge of programs, was presented the medal award for "contribution to knowledge or technique of radio advertising" at the Annual Advertising Awards Dinner sponsored by Advertising & Selling. Awards were presented last night at the Waldorf-Astoria Hotel and aired over WOR.

Raymond Rubicam, chairman of the board of Young & Rubicam, was presented with a gold medal for "distinguished service to advertising."

More than 200 advertising and publishing executives attended the dinner.

J. Walter Thompson received the radio award "for outstanding skill in program production" with special reference to the Chase & Sanborn Hour.

N. W. Ayer & Son was given the

(Continued on Page 3)

WBIG Helps C. of C.

Greensboro, N. C.—Chamber of Commerce here has requested use of WBIG's merchandising-research files for purpose of advertising the Greensboro trading area. Major Edney Ridge has specialized for past three years in collecting data on merchandising in WBIG territory, which includes Greensboro trading area.

First From Fair

Regular broadcasts from the forthcoming New York World's Fair will be started next week by WNEW. First of the broadcasts will be from the Administration Building, which is at present the center of activities there. Wm. McGrath, WNEW program head, says WNEW wires are installed and will stay in until after the Fair is over.

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Feb. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel	140	139¼	139¾	— ¾
CBS A	18⅛	18⅛	18⅛	+ ⅛
CBS B	18¼	18¼	18¼	— ⅜
Crosley Radio	9¾	9¾	9¾	+ ¼
Gen. Electric	42	41⅛	41⅛	— 1¼
RCA Common	7	6¾	6¾	— ¼
RCA First Ffd	52	51½	51½	— ½
Stewart Warner	10⅛	10	10	— ⅛
Westinghouse	99⅛	97¾	98¾	— 1⅝
Zenith Radio	14¾	14	14	— ¼

NEW YORK CURB EXCHANGE

Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5½	6½

NBC Symphony Series Continuing Into June

Carlos Chavez, noted composer and conductor of the Symphony Orchestra of Mexico City, Artur Rodzinski, Pierre Monteux, Sir Adrian Boult and Bernardino Molinari have been scheduled to direct the NBC Symphony Orchestra following Arturo Toscanini's last broadcast on March 5. The Saturday night programs will continue into June.

Carl Mark in Lion's Den

Cleveland—Carl Mark, WHK announcer, is scheduled to chalk up another "first" for that station when he goes into a lions' cage at a circus next Monday armed only with a mike. Program is set for entire MBS web. Mark had to promise not to yell and scare animals before permission for stunt was granted.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

20th Century Radio Prods. Has 4 Productions in Work

(Continued from Page 1)

Archie Josephson, is currently the most active of local transcription producers. Josephson is a former midwest chain theater operator. Among shows he now has in production are: "We, the People", tabloid dramatic trials of actual criminal cases, with hidden clues; "Federal Agent", adventures of the FBI operatives; "Sunnyside"; homely and humorous strip written and produced by the originator of "The In-Laws" and somewhat reminiscent of that network classic, and "Five Star Theater", two-act dramas with different treatment.

Cy Nathan Now Producing "Your Hollywood Parade"

West Coast Bureau, RADIO DAILY

Los Angeles—Cy Nathan has taken over production reins on the Lucky Strike "Your Hollywood Parade" for Lord & Thomas, with Tom McAvity relieved of detail in this connection to devote his entire time to supervision of all L. & T. shows from Hollywood. Other production assignments are unaffected by the change, though Arch Oboler, doing scripts, has asked for release within four weeks to permit freedom to pick and choose his chores, in addition to continuing to supply scripts for "Lights Out" for NBC out of Chicago, which he has been doing for three years past.

Heatter Renewed for Year

Gabriel Heatter was signed yesterday by Rogers Peet Co., through Marschalk & Pratt Inc., to a 52-week exclusive contract which will run until Aug. 25, 1939. Program will continue to be heard on WOR, Monday through Friday, 9-9:15 p.m.

This makes the second consecutive year for Heatter under Rogers Peet. Initial contract expires on Aug. 26.

Joins CBS Education Board

Spencer Miller, director of the Worker's Education Bureau of the A. F. of L., has been named to the CBS Adult Education Board, William S. Paley announces. The new appointee has had wide experience in the preparation of labor and sociological broadcasts for the National Advisory Council on Radio in Education.

Col. U. Radio Plans

A radio committee headed by Dean Carl W. Ackerman has been appointed by Columbia University to study all phases of radio and its application to education.

Manning Hall in New Post

Philadelphia — Manning Hall, formerly publicity director of WPEN, is joining the Commercial Recording Co. as promotional director.

Vick Show Ends March 20

West Coast Bureau, RADIO DAILY

Los Angeles — The CBS Vick's "Open House" series, starring Jeanette MacDonald, mutes on expiration of its 26 weeks, March 20.

Fair's Radio Activities Are Departmentalized

(Continued from Page 1)

benefit both the paid and free broadcasters who select the site for their broadcasts will be handled under the headings of National, State and Industry, with all International broadcasting set into a special grouping.

Majority of the broadcasting is expected to be on a sustaining basis, but many network sponsors are expected to air direct from the grounds. Although no contract has as yet been signed with CBS, negotiations are now under way, while it is understood that an agreement has already been reached with RCA for a permanent site to be located on the grounds. MBS, through its New York outlet, WOR, will probably broadcast directly from the Bamberger exhibit, which has already been leased.

WIL Goes to High Court In Dispute with the FCC

(Continued from Page 1)

to broadcast on the 1250 kc. frequency. The newspaper got the nod. The U. S. Court of Appeals for the District of Columbia later upheld the Commission's decision. WIL now asks for a review of the appellate court's decision, contending the commission's action was invalid "for want of any finding of fact made on or before the date on which the decision was entered." WIL has operated here since 1922.

Temple in Preview on MBS

Shirley Temple makes her second radio appearance on March 4 over a coast-to-coast MBS network at 11:30-12 p.m. when her new picture, "Rebecca of Sunnybrook Farm," is previewed. Other stars set to appear include Gloria Stuart, Randolph Scott, Jack Haley and Slim Summerville.

Band Bill Advances

Albany — Senate Committee on Education and Health has reported favorably the bill by Senator Emmett L. Doyle of Rochester prohibiting school or college bands from furnishing music at outside public functions unless no local organized band exists. Measure is expected to be on Monday night's order of passage calendar. The Assembly companion bill by F. J. McCaffrey has been killed there.

COMING and GOING

BENEDICT GIMBEL JR., president of WIP, Philadelphia, leaves today for a two-week southern vacation.

EDWARD LASKER, vice-president of Lord & Thomas, has trained back east from Hollywood, where he spent a couple of weeks.

EDDIE CANTOR, who arrives in New York on Sunday from the Coast, will be accompanied by DEANNE DURBIN, JACQUES RENARD, JIMMY WALLINGTON, BERT GORDON, VYOLA VON, SIDNEY FIELDS and VIC KNIGHT. After doing their March 2 and 9 broadcasts from New York, troupe goes to Philadelphia and will air from there March 16, returning to New York for March 23 program.

RICHARD O'DEA, vice-president of WNEW, sails tomorrow for a three-week South American cruise.

HARRY HEILMANN, baseball broadcaster for WXYZ, Detroit, and the Michigan Radio Network, is off to the Detroit Tigers training camp at Lakeland, Fla. While at Lakeland, Heilmann will make his "Baseball Extra" transcription series, as he did last year.

GEORGE McGARRETT, Lord & Thomas supervisor of all the Lucky Strike airings, is on the Coast for huddles with Tom McAvity.

LEWIS ALLEN WEISS, general manager of KHJ-Don Lee net, is back in Hollywood from the east.

TIM RYAN and IRENE NOBLETTE return to New York tomorrow after a two-week vaudeville tour. Upon their arrival they will immediately start rehearsals for the Nehi program to start March 11.

"Meet the Missus" Anniversary

Detroit—WJR's "Meet the Missus," with Harry Wismer, celebrates its first anniversary and starts into its second year Wednesday afternoon at 2:30. The meeting place is at the Women's Guild, 2631 Woodward Ave. Prominent among the guests who will meet Wismer are Mrs. Richard A. Reading, who will bring along the Mayor; Mrs. Edgar A. Guest, who has been an interested listener; Ann Campbell, Detroit News poet, and others. Sponsor is Fitzpatrick Bros. for Kitchen Klenzer, through Neisser-Meyerhoff Agency.

Kaufman to Mankato

Chicago—Robert L. Kaufman, who resigned fortnight ago as assistant to president of WHIP-WWAE, has gone to Mankato, Minn., to investigate opening at new station WMKT. Kaufman formerly was associated with WLS as promotional director.



Find Important Loopholes In N. Y. State Radio Bill

(Continued from Page 1)

in the state. Of this number only a half-dozen use a directional antenna. The old "T" type is still being used by some and the new vertical type by others. Bill says nothing about programing, so apparently it only affects the transmitter which in some instances is located in adjacent states and therefore exempt from the tax. WJZ uses a directional antenna, but its transmitter is located in Bound Brook, N. J. WABC, WOR and WNEW also have their transmitters in Jersey. To evade the law stations close to the border of the state could easily move their transmitters into the adjacent state and escape the tax, which is based upon the utility tax scale.

Third section of the bill states that "no radio corporation subject to the provisions of this chapter shall, directly or indirectly, except with the express permission of the commission subject to rules and regulations promulgated and adopted by it, give any free or reduced service, except to its officers, employees, agents and attorneys in the prosecution of business of the corporation, and for the broadcasting of emergency notices affecting public health or safety on the certification of a police officer or a judge of a court of record as to the necessity for such broadcast; but the rule and regulations of the commission may provide for the free broadcasting of news of important events or of any other matter or thing in the interest of public health and safety."

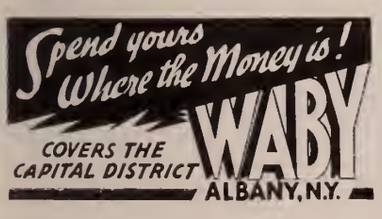
The FCC rule of "public convenience and necessity" becomes "public health and safety" according to this bill. It would, presumably, bar Governor Lehman from speaking to his constituents except by permission of the cop on the Park Ave. beat. Bona-fide appeals for charity, which radio has always helped, would be a thing of the past. Even the "fireside chats" of President Roosevelt would be out.

McCall also seems to have overlooked that in times of war the FCC regulations declare that the President can take over all radio facilities. This important point coincides which have declared that radio broadcasting is interstate commerce and therefore cannot be governed by the states.

Apparently the state utility bill was taken as the model for this bill. Utilities are a monopoly—but radio enjoys no such privilege. It is a highly competitive business with all key cities containing three or more radio stations.

General opinion of legal counsel on this bill is that it is too ridiculous to receive any consideration. Late stories from Albany stated that McCall estimates that his bill would net $8,000,000, which on a pro rata basis means that each station, assuming all are taxable, would have to pay $160,000 in tax. Some stations do not have gross billings equal to that amount.

Reports are current that the legislators are using this bill as an out to reduce some of the gasoline taxes, now that the autoists are turning the heat on the legislators. Attempt will be made to pass the bill on March 1.



NEW PROGRAMS—IDEAS

Air Camera Club

KDYL, Salt Lake City, has inaugurated a "Camera Club of the Air," sponsored by four local camera firms. Show employs two characters in traditional clubroom airing, giving hints on the art of photography. Prizes are offered for best snaps, with fans encouraged to visit studio for picture-taking. Printed cards were mailed to all camera-owners on sponsors' lists, while promotion also includes elaborate store displays and distribution of program scripts. Idea came from Myron Fox of the station.

"School for Songwriters"

Friday Variety Show of KDYL, Salt Lake City, has added this feature to encourage local songwriters. Idea is to interview composers, following which station ork presents its own arrangement of writer's efforts.

"Dear KIRO"

KIRO, Seattle, Wash., has launched weekly "mailbag" column. Logged as "Dear KIRO," program features most interesting letters addressed to station. Queries are answered.

Thirty Ministers to Rotate WORC "Morning Watch"

(Continued from Page 1)

ing to enlarge the scope and interest of the devotional program, which is regarded as filling a real need in the community. Dr. Morris Peterson has had charge of the program for several years.

Morris Plan's New Show

New program which Morris Plan Bank of New York will start March 1 at 7:30 p.m. over WEAF has been titled "You, the Unseen Jury." Scripts will be written by Howard Warwick, around plots designed by Roy Post. Milton Cross will do the announcing. Program is under direction of Chester H. Miller, and account is placed through Gotham Agency, with Arthur Kron as account executive.

Fiction Series on WOR

"Their Greatest Stories", produced by WPA Federal Theater Radio Division, based on outstanding stories made available by Scribner's, Esquire and other magazines, will start March 6 at 8-8:30 p.m. on WOR-Mutual. First offering will be "Surprise for the Boys", by Herbert Clyde Lewis, from Esquire. A special "reader" technique will be used.

WBIG to Air Stopover Games

Greensboro, N. C.—WBIG has contracts already to broadcast a number of big league exhibition games to be played here by various national league teams on their way home from training camps.

Greensboro is the home of a number of big league ball players, notably Wes and Rick Ferrell.

Kentucky Governor Uses Seven Stations for Talk

(Continued from Page 1)

cluded WCKY, which fed the program; WPAD, WLAP, WOMI and WCMI, with a repeat over WHAS and WNOX. Chandler is running for U. S. Senator against Senator A. W. Barkley, present Democratic majority leader and Roosevelt man.

"Dog Heroes" Stays on WJZ

Modern Food Process will continue "Dog Heroes" on WJZ after the network series folds Feb. 27. Same period, 4:45-5 p.m., will be retained. The Clements Co., Philadelphia, is the agency.

Royal, Rubicam, WOR Among Awards Winners

(Continued from Page 1)

award for "excellence of commercial announcements" for its Atlantic Refining Co. and Kellogg-Singing Lady shows.

WOR received honorable mention in the "Advertisements distinguished for layout, art and typography" division. It is the first radio station to be so honored.

Edgar Felix received honorable mention under "research achievement" for his radio coverage reports.

The 1937 Jury of Awards consisted of Eugene Thomas, WOR; A. M. Crossley, Crossley Inc.; Richard Compton, Compton Advertising Inc.; J. Stirling Getchell; H. F. Jones, advertising manager of Campbell Soup Co.; Henry Luce, Time Inc., and others.

Commercial Biz Boosted On Calif. Radio System

(Continued from Page 1)

Marge" and "Hilltop House", for Colgate-Palmolive-Peet; John Brown Colleges, a coast account; a half-hour evening dramatic show for Gruen Watch, and "Dr. Friendly", for Kruschen Salts.

Basic stations for CRS, which is represented nationally by Transamerican, include KFWB here; KYA, San Francisco, and the four McClatchy stations, KFBK, Sacramento; KWG, Stockton; KMJ, Fresno, and KERN, Bakersfield.

There's Only One Radio Station in Bay City-Flint-Lansing-Jackson-Battle Creek-Kalamazoo-Grand Rapids .....These, plus DETROIT WXYZ (Key Station) comprise the

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

MERLE BLACKBURN, formerly with WCFL, has joined staff of Critchfield & Co., Chicago, and will handle promotion for Wheeling Steel program.

B. N. HUTCHINSON, head of Western Agency Inc., Seattle, is on a tour of the southwest, including contacts with radio execs in Los Angeles and other Calif. cities and arranging publicity for Seattle Indians, pro baseball team.

GOLDBLATT & SMITH INC. has been incorporated by Alfred L. Goldblatt, F. E. McFarland and Solie Ringold, with headquarters in Lloyd Bldg., Seattle.

STANLEY A. WILLER, director of research of Ralph H. Jones Co. agency, Cincinnati, knows now that a tibia is something other than a stop on an organ. During a recent basketball game at a Parent-Teacher's frolic, he fractured his knee-bone in the left leg and will be confined to cast and crutches for a month.

Jimmy Scribner Booked

Jimmy Scribner, WOR, has been booked into the Capitol Theater, Washington, for one week beginning March 18. Plans are now being completed whereby Scribner's broadcasts of the "Johnson Family" will be aired directly from the stage via WOL, Mutual outlet in that city. Henry Frankel, WOR artist bureau, handling the deal.

Cozzi Signed for Operas

Mario Cozzi, NBC concert baritone, who appeared as soloist with Frank Black's orchestra over WTAM in Cleveland on Saturday and also at the recent NAB convention, has been signed for leading roles in three operas in Washington. He is scheduled for "Carmen" on March 6; "La Traviata," March 9, and "Tosca," March 12.

Foreign Programs to WWAE

Chicago — Foreign language programs on Hammond Calumet Broadcasting Company's 5,000 watt WHIP are being shifted gradually to low-powered WWAE.

BIRTHDAYS

Greetings from Radio Daily

February 25
Ellis Andrews Victor Bay
Ronny Weeks

February 26
Joseph Bonime Maximilian Pilzer

February 27
David Sarnoff Maurice Spitalny
Ruby Cowan Frank Munn
Harold Turner

MAIN STREET WITH OL' SCOOPS DALY

● ● ● "Little Shots About Big Shots"—This actually happened at last Saturday's "Hit Parade" and is a radio-classic as you may decide after gleaming these few lines....The show was on and the musicians were swaying to Richard Himber's (less 10 lbs.—and "MR.") hip-movements. One of the musicians is Jack Jenny, whose wife is Kay Thompson, the choir master. Kay was standing in the wings of the CBS playhouse watching and waiting for the show to end so that hubby and herself might continue along home. She, however, decided to take their dog for a walk—and to the broadcast the mongrel went. Kay held the dog's leash, turned her back a second—and away the mutt went—right on the stage—stopping at every musician's leg for a sniff—finally stopping at the trousered-leg of a singer who was making passionate love to the microphone—singing "Thanks for the Memory."

● ● ● *Kelvin Keech rejoins NBC as a staff announcer Tuesday. ...Peggy Gordon, featured thrice weekly via WBIG, Greensboro, N. C., is deluged with mail from college boys. One from Davidson College states "Every time I hear the station break of WBIG I think of you. I think the announcer says WBIG—for 'We Believe in Gordon'." And from N. C. State College, in Raleigh, there came a letter in the form of a special order from the regimental staff asking for a special dedication and signed by all officers of the staff from the Regimental Sergeant Major to the Colonel himself!....Don Johnson is writing, directing and producing the "Easy Aces" show until the end of February.*

● ● ● Not having had the extreme honor and privilege of meeting O. O. McIntyre—or ever writing him for advice insofar as our career was concerned—this pillar was the only one that failed to comment on his passing....But the foregoing permits us to add a few humble words and we welcomed the opportnity....A WOR memo was sent to Gabriel Heatter stating that "Mrs. McIntyre had been touched deeply when she heard Heatter over the air the night of O. O.'s death—and would appreciate Mr. Heatter making a special recording for her"....The commentator complied. ....Incidentally, if any of George Washington's ancestors had been listening to Heatter's show Tuesday night—they, too, would have welcomed the wordage and information dispensed over the ether.

● ● ● *This happened at WIP, Philly, the other day when Helen Kiley, operating the switchboard, had paged Maestro Clarence Fuhrman, through the p.a. system attached to the board's side—and at mouth-level....After the page she forgot to snap off the switch—and asked a nearby friend if she wouldn't have a piece of candy.... This invitation was wafted over the p.a. system to every nook and corner of the WIPlant and in two minutes over 30 members of the staff were swamping Miss Kiley for confectionery....Yesterday afternoon Billy Rose and John Murray Anderson staged a debate with two college profs at the Casa Manana before a group of students of N. Y. U., showing the theater of years ago and today. The students watched the exhibition by chorus girls, etc.—and then went home to write a thesis on what they had observed....When we went to college (and we did!) such things were unheard of—that's why the younger generation is so smart, eh!*

● ● ● Harry Link, Irving Berlin's "headache-eliminator" has a RAT mounted on a plaque in his office with the following words embossed in gold: "A Robbins Spy—Bagged by Link—12-25-37"....Nick Kenny, who in his column the other day from Miami, credited the gag (about Goodman Ace having a sun-lamp in his room there) to Hy Gardner, who told us he "borrowed" the material from our pillar of two weeks ago—refused to go sea-fishing the other day. Seems he gets sea-sick!....Nick Kenny's known to his readers and intimates as "The OL' SAILOR"—and served in the Navy during the War.

GUEST-ING

GRANTLAND RICE and FLORENCE RICE, on Al Jolson show, March 1 (CBS, 8:30 p.m.).

JOEL McCREA, with Bette Davis in "Forsaking All Others," on Lux Theater, Feb. 28 (CBS, 9 p.m.).

HOMER CROY, on "Hobby Lobby," March 2 (CBS, 7:15 p.m.).

ADOLPHE MENJOU and VERREE TEASDALE, on Chase & Sanborn Hour, March 2 (NBC-Red, 8 p.m.). ROSALIND RUSSELL, same show, Feb. 27.

GLENN GRISWOLD, GEORGE BACKER and J. MAX WEISS, discussing "Will the Depression Hurl Us Into War?" on World Peaceways Forum, Feb. 28 (WQXR, 9 p.m.).

TOM TERRIS, on Robert L. Ripley program, Feb. 26 (NBC-Red, 8 p.m.).

FELIX KNIGHT, on Walter Damrosch "Music Appreciation Hour," March 4 and 11 (NBC, 2 p.m.).

SMITH and DALE and GEORGE MORAN, on George Jessel show, Feb. 27 (Mutual, 6 p.m.).

JOAN BENNETT and AKIM TAMIROFF, on Feg Murray-Ozzie Nelson program, Feb. 27 (NBC-Blue, 7:30 p.m.).

TED SHAWN, interviewed by Frankie Basch, Feb. 26 (WMCA, 3 p.m.).

FRANCIS LEDERER and MARGO on Paul Whiteman show, March 4 (CBS, 8:30 p.m.).

EMILY POST, on "Aunt Jenny's Stories", March 3 (CBS, 11:45 a.m.).

JACK KOFOED, sports writer, will be interviewed by Frank Graham on "Setting the Pace," tonight (WHN, 6:45 p.m.).

JEAN LENAUER, interviewed by Doris Smith, today (WNEW, 4:30 p.m.).

DUKE ELLINGTON, BOB CROSBY and GLEN GRAY, added to list of guests for the CBS "Saturday Night Swing Club," tomorrow (CBS, 7 p.m.).

MARTHA SCOTT, currently in the Broadway play, "Our Town," interviewed on "Theater Guide," today (WINS, 10:45 a.m.).

"ARNO"



2 Year
SENSATIONAL ENGAGEMENT as
GUEST CONDUCTOR
at
SHEA'S
Buffalo Theater
Featuring Unusual Musical Presentations
NOW AVAILABLE FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

PROGRAM REVIEWS

"Your Hollywood Parade"

Musical portion of "Your Hollywood Parade" on NBC-Red last Wednesday night took a spurt with the addition of 12 men to Al Goodman's orchestra, giving him a crew of 52. Goodman made excellent use of the extra personnel. In an arrangement of "Siboney," for instance, he accomplished a variety of interesting effects, bringing various instruments and groups to the fore by turn without ever distorting the course of the melody. This was typical of the added color, tonal quality and other new values that characterized the work of the amplified band.

Program in other respects was in average form. Sally Eilers was guest star, subbing for Constance Bennett, in a skit with emcee Dick Powell. Bob Hope, in comedy, and Rosemary Lane, vocalizing, were the other headliners.

"Skyways Reporter"

This interesting series from the Newark Airport now has a six-weekly stint over WNEW at 8:45 p.m. for Lighting Electric Co., through Wm. N. Scheer Advertising Agency, Newark. Bob Becker does the interviewing, with Frank Reynolds and Art Beadle on production and engineering. A prize contest, with flights to Hollywood, Montreal and Niagara Falls as awards, is part of the new series. Show has good novel human interest, plus an occasional thrill or two as interesting air-travelers and personnel are interviewed. The 5 p.m. WAAT broadcasts also continue.

Briefly

Lew Lehr, on Ben Bernie's Wednesday night program over CBS, is the radio comedy find of the year. He is both different and funny.

Nan Wynn did some mighty appealing vocalizing in that 10:30 p.m. spot on Wednesday over CBS. Her style is in the swing class, but nice.

Another current CBS sustaining songstress who merits sponsor attention is Doris Rhodes. Over the network at 6:45 last night she displayed plenty of what-it-takes to please the ear in a vocal way. Freddie Rich conducted the orchestra in his usual workmanlike style.

WHIP Uses Elevated Ads

Chicago — WHIP, 5,000 watter of Hammond and Chicago, has contracted for $15,000 worth of advertising in billboards on platforms of the Chicago Rapid Transit (elevated system).

WANTED:
100 OR 250 WATT
TRANSMITTER
State lowest cash price. Also second-hand 150 foot tower
BOX A-132, RADIO DAILY
1501 Broadway New York City

ORCHESTRAS - MUSIC

LANNY ROSS will give the premier broadcast of one of his own compositions, "Vision of Love," as his farewell song salute on the last performance this season of "Hollywood Mardi Gras," March 1, over NBC-Red Network, 9:30 p.m. The composition was published last month by Stasny Music Corp. in sheet form and included in a book of "Lanny Ross Song Treasures," a collection of new love songs and famous old favorites.

Bernard Herrmann, recently re-signed for a five-year contract as staff conductor and composer with CBS, will appear in both capacities before a visible audience this evening when he guest-conducts the WPA New York Civic Orchestra in a program that includes two of his own compositions.

Al Donahue, who was recalled five times to the Rainbow Room, earns again the title of "The Man Who Comes Back" when he opens his third return engagement at the Hotel Roosevelt in New Orleans on March 25. Donahue, currently playing at the Colony Club in Palm Beach, goes into the Roosevelt Blue Room on that date with his orchestra, Durelle Alexander, the Male Glee Club and String Choir. Just as they did during their last appearance there, the Donahue organization will break in some new novelty acts for their next Rainbow Room engagement in April.

Tito Guizar waxed four sides for RCA-Victor in Hollywood this week, recording numbers from Paramount's just-completed "Tropic Holiday."

Jan Garber and orchestra have arrived by plane on the coast to open at Topsy's Cafe.

Victor Young has been signed for an additional 13 weeks as musical director for the Al Jolson show.

Bernard Fowler and his orchestra of High Point are being featured over WBIG, in Greensboro, N. C., in a half hour period every Sunday evening—a recording dance orchestra that is fast becoming a southern favorite.

George Olsen is preparing a full library of all the Ziegfeld music he played when he directed the pit orchestra for Ziegfeld productions, for use on his new commercial which starts March 11 over NBC-Blue. Olsen conducted the orchestra for many of the Ziegfeld shows, including "Whoopee" and "Louis the 14th." He plans to use a special "Music of Tomorrow" arrangement of one of the Ziegfeld numbers on each of his broadcasts.

William Farmer and his orchestra have signed CRA management contracts and will return to the Promenade Cafe of Rockefeller Center, New York, for the third successive summer season on June 14. Farmer will have an NBC network wire.

Codolban, gypsy violinist, and his orchestra, have had their contract renewed at the Hotel St. Regis, New York, for an additional 12 weeks through CRA.

Mark Warnow is collecting recordings of Chopin music, having developed a yen for this composer's works that is almost fanatical. He believes Chopin is the greatest composer who ever lived.

Ken Sisson, director of "Canada 1938," had quite a pow-wow with Percy Grainger, celebrated pianist, composer and conductor, who is making a guest appearance with the Montreal Symphony Orchestra.

Maestro Heinie of Heinie and His Grenadiers fame is on a two-week vacation trip to the West Coast.

Larry Clinton, Jimmy Dorsey and Claude Hopkins, bring their bands to Philadelphia next week for a one night swing session at the Convention Hall.

Ozzie Nelson winds up his current engagement at the Victor Hugo in Beverly Hills on March 3. Maestro continues his batoning on the Feg Murray show while doing one-nighters in Southern California.

WGES Record Renewals

Chicago — Gene Dyer's WGES is pointing to a record of renewals of accounts, some of which have been with the station for more than six years. All use foreign language broadcasts. Three Star Laundry, six years on station; Rubens Clothing Co., six years; Leader Laundry, five; Turner Brothers, six; Publix Credit Clothing, five; Progress Furniture, three; Peoples Furniture, three; Local Loan, two; General Credit Clothing, five; Clorox, Libby, McNeill & Libby, American Family Flakes, all with long records. A new account is Linco Wash.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

PROMOTION

Riddle Contest Clicks

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only $1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits one of his own along with his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

Promoting Drug Items

KTUL, Tulsa, Okla., has sold afternoon program to independent local drug stores, stressing service of the independents and at the same promoting sales of standard items advertised on other station programs. Although show does not carry advertising for particular products, cooperation of the local sponsors includes provision for store displays, confidential information on products and its competitors, and personal interest in the sale of particular items. Program enables station to offer drug manufacturers thorough coverage of the Tulsa market.

WDOD Coverage

Field survey for WDOD, Chattanooga, was recently conducted by James R. Donavon, during which each signal strength measurement was carefully checked. Following are figures disclosed by the survey: Station serves population of 1,329,549, with a total of 145,395 radio homes. Buying power of the retail sales market is 178 million dollars. Primary coverage area, composed of some 35 counties, is about 16,000 square miles.

. . Did you know that the equipment at The School of Radio Technique is identical with that used at N.B.C. and C.B.S.?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WDZ Makes Novel Use Of Its Portable Unit

Tuscola, Ill.—"Gerke's Roving Neighbor", bakery-sponsored program over WDZ here, makes novel use of station's mobile truck unit. Idea is to visit three different Illinois towns each week, calling on housewives and giving dollar bills to those able to produce wrapper from sponsor's product. Proceedings are aired through mobile unit's mike. Prior to the tours, station announcement makes known the offer. Floods of orders for the product are reported to follow.

Eight-point pickup in one hour is scheduled by the station next week, utilizing five studios as well as truck equipment. Thirteen Rotary clubs will participate in the broadcasts.

W8XNT Starts Operation

Cleveland—Short-wave dialers in this area are now able to hear a new station carrying programs simultaneously with WHK each Wednesday. New unit is W8XNT, which started operation this week. It was the first time short-wave programs have been carried by a Cleveland station and an ultra high frequency transmitter at the same time. Transmitter for the station is located on 44th floor of Terminal Tower. Station operates on a frequency of 38,600 kilocycles with a power of 50 watts—sufficient for local coverage, according to E. L. Gove, technical supervisor of the United Broadcasting Co.

Replace KRBK Steel Tower

Sacramento—A new steel tower, to replace 350-foot tower blown down in recent storm, was ordered today from Bethlehem Steel Corp. by KRBK, local McClatchy station.

New tower embodies latest developments, including top loading and controlled angle of radiation.

Rugby for Television

London—First television broadcasts of rugby football are scheduled to start March 19, when England and Scotland teams play at Twickenham. Three cameras will be used by BBC is making the pickup.

CHARLES ROSS, Inc.
Formerly Motion Picture Lighting and Equipment Corp.
WE FURNISH
Electrical Lighting Equipment of Any Kind
FOR RADIO STATIONS
244-250 WEST 49th STREET
New York City Tel Circle 6-5470-1

F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Cache Valley Broadcasting Co., Logan, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

Harwell V. Shepard, Denton, Tex. CP for new station. 1420 kc., 100 watts, daytime.

WMAZ, Macon, Ga. Mod. of CP to increase power to 5000 watts LS. 1180 kc., 1000 watts night, unlimited.

WBAX, Wilkes-Barre. Mod. of license to change hours of operation from specified to unlimited. 1210 kc., 100 watts.

WJBW, New Orleans. Renewal of license to operate on 1200 kc., 100 watts, shares.

KLZ, Denver. CP for new mobile low frequency relay station. 1622, 2058, 2150, 2790 kc., 200 watts.

APPLICATION DENIED

Food Terminal Broadcasting Co., Cleveland. CP for new station. 1500 kc., 100 watts, daytime.

SET FOR HEARING

Anchorage Radio Club, Inc., Anchorage, Alaska. CP for new experimental station. 3492.5, 6425 kc., 175 watts, unlimited.

Juan Piza, San Juan, P. R. CP for new experimental station. 4797.5, 6425, 8655 kc., 1000 watts, unlimited.

CBS Move Indefinite

Although still a topic of discussion, CBS' plans for moving New York headquarters to new Park Avenue Building are still indefinite, and it is believed the web will remain in its present quarters at 485 Madison Ave. for some time to come. Current lease expires April 1, 1939, but renewal arrangement has been negotiated whereby CBS may renew on year-to-year option basis. One factor in the delay is said to be uncertainty in the television setup.

Builds Portable Amplifier

Kansas City—Loyd Sigmon, KCMO Chief Engineer, has constructed a new portable amplifier, embracing several unique features.

Improve High Fidelity

Recently-installed "stabilized negative feed-back" at WABC has greatly increased high-fidelity characteristics of musical programs, it is reported. The device, according to chief engineer A. B. Chamberlain, utilizes a self-corrective principle of harmonic reduction whereby distortion is cancelled out by the deliberate introduction of artificially produced distortion.

Start Tube Manufacture

North Bergen, N. J.—New Republic Radio Corp., a subsidiary of the Duro-Test Corp. will start production of receiving tubes for the retail market, it has been announced. Promotion will be handled by News Features, Inc.

Off-the-Air Records Do Not Need License

(*Continued from Page* 1)

down a network program to be rebroadcast, or similar instances where the outlet has no time available when the original broadcast is made. Usual recordings made for purpose of public performance for profit, including broadcasts, must be licensed. The one exception is the following.

(A) "Where due to unavailability of station facilities or resulting inconvenience to a station, a network program is recorded for subsequent broadcast within one week following the network broadcast, a license to cover such recording is not required at the present time where such original network program is licensed. This class of cases is known as delayed or deferred broadcasts."

Other clauses in the MPPA letter are:

(2) "In no event are the so-called 'off-the-air' recordings to be sold in bulk or volume, or to the general public."

(3) "At this time we are not requiring licenses to cover so-called off-the-air recordings where such recordings are made merely for file, reference, or audition purposes, even though a few isolated copies of such recordings are sold for such purposes".

Lucky Strike Replacing Warner Bros. Program

(*Continued from Page* 1)

is bringing this show to New York, thus giving rise to reports that the Kyser show may go in the NBC spot.

Warners are understood to have been dissatisfied with the program particularly the generous use of other than Warner players as guest stars. Dick Powell, emcee, also was at one time reported to be on the verge of walking out.

WBIG Branch Studios

Greensboro, N. C.—Mayor Earl Horner of Durham made the opening address at the inauguration of WBIG's Burlington studios in the Alamance Hotel in Burlington. Two Burlington sponsors are already using the studio for their program and a half a dozen more will be on within a fortnight. Manly Holland is studio manager in Burlington.

Gilbert Hutchison, newest addition to commercial staff, will probably be assigned to WBIG's High Point studios, expected to open in the next few weeks. Hutchison was formerly with CBS in Cincinnati.

WEW Improves Studios In New Expansion Plan

St. Louis—Studio improvements and expansion have been started here by WEW, commercially-operated station of St. Louis University. Alterations, which are expected to be complete within six weeks, will provide engineering improvements as well, and will give the station new arrangement of general, executive and auditioning offices. Indirect lighting and air-conditioning are included in the plans.

The station first became commercial last September. Its sensational success under the new arrangement prompted the improvements, which presage further expansion. Rev. Wallace Burk, S. J., is director, and Bro. Rueppel is chief engineer.

In Larger Quarters

Glenside, Pa.—WIBG has moved into its new studios at Easton Road and Mount Carmel Avenue here, with final touches on the larger quarters expected to be made within a month, when formal dedication will take place. Outstanding in the new layout is a studio twenty-five feet square—large enough to accommodate a symphony orchestra or a chorus of two hundred.

Western Electric Net Up

Western Electric Co. reports 1937 sales at $203,467,000, compared to $146,421,000 in 1936, while net earnings last year were $19,514,197, against $18,698,049 the year before. Taxes paid totaled $6,181,000 or 24 per cent of the company's earnings.

THE ANSWER IS
Yes...
We can reproduce your ad with the realism and lustre that makes good engraving the final step in the creation of convincing advertising.
CITY PHOTO ENGRAVING CORP.
250 WEST 54th STREET, NEW YORK
Telephone . . . . . COlumbus 5-6741



SIXTEEN CBS announcers will be strategically spotted along the 390-mile Colorado River Aqueduct for a special coast - to - coast CBS broadcast tomorrow at 3:30 p.m., to acquaint the nation with the immensity of the project of the Metropolitan Water District of Southern California. Details being arranged by Fox Case, CBS director of special events.

Lou Marcelle, formerly of Kansas City, has been added to the staff of KFWB as announcer and news commentator.

KFWB has been picked by Colgate-Palmolive-Peet to release the waxed series of "Hilltop House" and "Myrt and Marge." Swift and Co. is sponsoring a gardening series conducted by Major Bateson over the same station.

Elvia Allman, one of the busiest of radio actresses with intermittent chores for Lux, Cantor, Jolson, Jean Hersholt and "Hollywood Hotel," is carrying around blueprints for a new home in San Fernando Valley.

Euclid Candy Co. adds to coverage for "Headlines on Parade" with KOIN, Portland; KIRO, Seattle; and KVI, Tacoma, of CBS Pacific Coast net, releasing for 52 weeks from March 1. Knox Manning handles at 5:40-5:45 p.m. each Tuesday.

Eddie Albright returns to KNX and CBS Pacific Coast with his "Bookworm" program on Thursdays at 4:45-5.

Jean Hersholt made a flying trip to San Francisco last week to introduce Governor Frank Merriman at the opening banquet of San Francisco's "Year of Festivities" planned to precede the California International Exposition of 1939.

The newly organized KFI-KECA "Chorestra" group has quickly found a sponsor in the Inglewood Park Cemetery Ass'n. The vocal musicians will be heard on the sponsored stanza Tuesdays at 7-7:30 p.m. over KFI, starting April 5.

KEHE now offers the 40 voices of the Glee Club of the Hollywood First Presbyterian Church on Friday nights at 8:30 to 9.

Merle Carlson and his orchestra will be heard on a new KMPC remote from the Zenda Ballroom at 10:30 nightly except Sundays and Tuesdays.

Globe Investment Co. is sponsoring a 15-minute news period five times weekly over KFI, with contract running until Feb. 17, 1939; and LeRoy Diamond Company has signed for nine daily time signals until March of next year—3285 in all.

Eddie Conrad and Pat C. Flick are writing the new show being readied by Ben David of the Lou Irwin agency, with John Boles, Ethel Merman and David Broekman's orchestra featured.

KHJ offers a new commentator on activities of women in the news with the advent of Agnes McKaye in "Women's News Parade" on Tuesday mornings at 11:45.

Hal Horton, the "Old Time Keeper," resumes his "It's A Fact" program on KFWB daily at 6:30 a.m., featuring gleanings from the news to point the theme that "fact is stranger than fiction."

Milton Weinberg Advertising Co. has injected a contest angle into the Loxol-sponsored Fray and Bragiotti waxed program by offering KNX listeners $25, $15 and $10 for the best letters of suggestion or criticism received.

Sanka Coffee is eliminating Pacific Coast release of "We, the People," cutting off outlets west of Denver next month.

"Songs of the West," new KFWB program featuring the favorite songs of famous personages, will be a regular Tuesday logging at 9:45 p.m.

Garrett Fort, screen playwright who did the adaptations of "Dracula" and "Frankenstein" and other bloodcurdlers, will appear as guest on the KNX-CBS "Hollywood Showcase" on March 3.

Jim Guest conducts a DX fanning bee on his KMTR "DX Class News" each Saturday at midnight to 12:45 Sunday morning. Gives the distance bugs the lowdown on short wave around the world.

KFAC dramatizes the early life of Eddie Cantor and his lifelong romance with Ida on the "Dramas of Youth" series over that station Saturday at 5:30 to 6 p.m.

WSFA Alumni Now in Big League

Montgomery, Ala.—Four years ago John Allen Wolf and Meador Lowrey formed the entire announcing staff of WSFA. Now Lowrey is studio director in charge of production at WHAS, Louisville, and John Allen Wolf has almost two years experience as a CBS announcer behind him in New York. At the same time Fred Mosely was a fledgling in the advertising department. Mosely is now general manager of WAGF, Dothan, Ala., and doing a swell job. L. B. Hallman Jr. at that time was chief engineer. He is now a big shot research specialist at Wright Field, Ohio, having been called to the big league direct from WSFA.

Other WSFA stars of the same period now in faster company include Teddy Grace, singing blues with Mal Hallett's orchestra; Jessie Reed, on the New York stage; Dixie Dunbar and Frank Tennille, in Hollywood; Bradley Lewis Roberts, also on the west coast rapidly climbing to the top of the musical ladder; the Triads, girl trio, just back from a tour with one of Major Bowes' units in the U. S. and Australia; Harry Pomar, production manager of WATL, Atlanta, and John Tillman, announcing at WHAS, Louisville.

SAN ANTONIO

Margaret West, lately of New York, is being featured in stage shows at The Hayloft, new nitery. She is also on the staff of Stephen R. Wilhelm Advtg. Agency.

Pat Flaherty, WOAI sports editor, addressed the Kiwanis Club of San Marcos recently.

President Hugh A. L. Halff of Southland Industries, has returned from New York and Washington.

Harold Smith Buys Fla. Home

Miami—Harold E. Smith, president of WOKO-WABY, Albany, has bought a residence here.

BOSTON

Mac and Moore return to WBZ and WBZA in a new series on Monday under sponsorship of Webster Thomas Co., distributors of "Matchless Brand Foods."

Atlantic Coal Co. of Boston, exclusive distributors of "Ambercoal" up until now confined to newspapers, took on radio as an additional medium and are henceforward sponsors of morning weather reports by E. B. Rideout on WEEI six days a week.

LOUISVILLE

New offices for WAVE are rapidly nearing completion. Additional space has been much needed to enable the staff to handle the increased volume of business.

Earl P. Carter, head of Pan-American Recordings, is sporting a new car.

Bob McIntosh, WGRC program director, plans to organize and direct a male octet. He is now conducting auditions to select the voices.

WORL, Boston

Jimmy Gallagher, orchestra leader, is back on the schedule, three times weekly.

"The New Leadership", conducted by Fredrick Ellsworth Wolf, author, is a new thrice-weekly feature dealing with community, national and world affairs.

Mrs. Charles Geissler's daily contract bridge programs go into tenth year next week. She taught the game for eight years on WEEI, four years on WNAC, and at one time was on three stations simultaneously.

WIS, Columbia, S. C.

"Castleberry's Riddle Man," aired thrice weekly, is doing a land-office business. Only trouble is keeping the telephone line from jamming as listeners rush the dial with answers to the riddles. Frank Burger is presiding over the brain-teasers.

Three quarter - hour educational programs are being presented each week through the extension division of University of South Carolina.

WIS Brochure

WIS, Columbia, S. C., has prepared a 32-page promotion brochure, due off the press shortly. Publication is being handled by Bennett Advertising Agency, with station ad department in charge of distribution.



FRANK RAND, CBS press chief, off to St. Louis and other points to visit radio editors and make other contacts.

Truman Bradley, Ford Sunday Evening Hour announcer, has moved his cosmetic concern, Mme. Huntingford, to new headquarters in the new McCormick Bldg.

Buddy Rogers and Mary Pickford put on an entertainment for the veterans at Hines Hospital.

Earle Bailey, manager of Music Corp. of America in London, is back on furlough.

Louis Panico, trumpeting band leader, has been named to follow Buddy Rogers at the College Inn starting Friday. Willie and Eugene Howard also will be headliners.

M. H. H. Joachim due here this weekend to take over post of radio directorship of Buchanan and Company agency.

John Harrington, baseball broadcaster on WJJD, got back from west coast vacation with the Joe E. Browns.

Don Pedro, who sings and plays violin for Evans Fur on WGN, is taking vocal lessons in opera singing from Rosa Raisa and Giacomi Rimini, who have organized an opera class.

WOKO-WABY, Albany

Central Avenue Merchants Ass'n have signed with WABY for a daily musical time table program, 8-8:30 a.m., aimed at turning shoppers into the Central Avenue district. Program will be handled by "clock watcher" Grenfell Rand.

The George Jessel program aired over Mutual on Sundays is now being carried into Albany via WABY, under sponsorship of Standard Furniture Co.

"Know Your State"

Little-known facts about North Carolina, from early days to the present, will be treated in a new series now being prepared by WPTF, Raleigh, for sponsorship by Commercial Printing Co. Dr. C. C. Crittenden, Secretary of State Historical Commission, will prepare sketches and introduce initial broadcast. Early evening spot is planned on weekly basis.

Lamont Corliss to Switch

Lamont Corliss on March 4 will shift "Those We Love" to the Monday, 8:30-9 p.m., on NBC-Blue. Show is now heard, Tuesday, 8-8:30 p.m., on the same web. J. Walter Thompson is the agency.

NEW BUSINESS

WCFL, Chicago: Texas Co., Chicago Cubs and White Sox games, through Buchanan Co.; Nu Enamel Co., baseball summaries; Holland Furnace Co., spots, through Ruthrauff & Ryan; Utilities Engineering Institute, "Nothing But The Truth", through First United Broadcasters Agency.

KNX, Los Angeles: Chicago Engineering Works, "Camera Speaks", program; Armstrong Cork (rugs), "The Heart of Julia Blake."

OKLAHOMA

Lyman Brown, program manager KASA, Elk City, married Bessie White, school teacher, with honeymoon spent in Oklahoma City and Woodward.

Walter Kronkite, newscaster at WKY, Oklahoma City, is in Kansas City on vacash; Hal Scher, promotion and Artists Bureau director, back from Tulsa; M. H. Bonebrake, commercial manager, back from New York.

KTUL, Tulsa, added to individual web of KVOO, Tulsa, and WKY for Oklahoma Tire & Supply Co. "Sunday Afternoon Social."

Lee Norton doubling as Larry Nelson in "Sunday Afternoon Serenade" on WKY for Local Building & Loan.

Harry LeVan, formerly with WBAP and WLS and Sinclair Minstrels, under option to WKY.

Evelyn Huff, executive secretary at WKY, named assistant for promotion and Artists Bureau, both under H. M. Scher's direction.

Marvin Krause, WKY announcer, placed by Artists Bureau as soloist for Oklahoma City Christian Science Church.

BIRMINGHAM

Joe King, formerly with WAPI, has switched over to WBRC, NBC Red outlet.

Bill Edwards has left WBRC to join the Mutual system.

WTAR, Norfolk

Colleen Moore's Doll House, on display in town, has received big radio buildup.

Junior Scherzo Club of Norfolk is scheduled for trial period on WTAR.

Louise Whitson does narrating for Old Virginia Chorus of 20 voices, latest sustainer to get under way.

Mary Jane Bakery is presenting "Boys and Girls Opportunity Hour" on Saturday mornings, with Mrs. Paul Kendrick writing and producing.

ONE MINUTE INTERVIEW

FRED NIBLO

"Radio programs that feature crooners could very well stand a Hollywood director's touch. It must be a bit incongruous to many listeners to hear a singer open a program with the melancholy lament, 'I'm Through With Love', and then return to the microphone immediately after and do a right-about-face with 'You're A Sweetheart!' Why can't they be consistent? Then, too, why can't something be done about those miniature bassos who pull boats up the Volga in song and those heavyweight tenors who 'Tip-Toe Through The Tulips' when they face the microphone. Someone ought to tell them to be themselves!"

☆ Coast-to-Coast ☆

THE NBC Kidoodlers, who up until this week were heard on Tuesday night and Sunday morning via the NBC networks, have given up their Tuesday night spot and will hereafter be heard on Sunday at 8:30 a.m. and on Wednesday at 12:15 p.m., both over the NBC-Blue net.

Genevieve Rowe will no longer be heard with Alfred Wallenstein on the Sunday night MBS "Musical Impressions" series after this week when the program is switched to Saturday night. Miss Rowe is unable to continue on that show because she is featured on the Philip Morris "Johnny Presents" programs which are heard on Saturday nights via CBS.

Personal appearances of the Monroe Brothers, hillbilly recording stars, are in demand, not only in North Carolina, but in surrounding states as well. Their morning broadcasts at 7 a.m. over WPTF in Raleigh bring daily requests from points in Tennessee asking for available dates on which their stage show may be sponsored.

The Radio Guide silver plaque for "excellence in broadcasting" will be awarded to station WQXR, New York on March 1.

The Girl Scouts, the Junior League and the Y.M.C.A. are among the various organizations using the facilities of WBIG, in Greensboro, N. C., for promotional and charitable work.

Graydon Goss, who plays Jack Trant, secret service agent, in "The Adventures of Ace Williams" series handled by W. E. Long Co., Chicago, was born on an Indian reservation and went to Indian schools until he was nine years old—although he's no Indian.

Guest stars who will be heard on Allen Prescott's "Wifesaver" series, which begins Monday via WOR, include Joey Nash, Harry Silvern, John Leal and "Michel."

"Arabesque," which was given a test run over WGL, Fort Wayne, for Fort Wayne Morris Plan, to determine if radio audiences were ready for its return, has established its point, and author Yolande Langworthy is concluding the test at once in order to "avoid taking the edge off" the program, according to her representative, Herbert G. Hyman of Radio Events Inc.

An address by T. E. Steiner, originator of plan to criss-cross the continent with super-highways, was fed to Mutual on Wednesday at 6:15 p.m. by WHK, Cleveland. Steiner, interviewed by Larry Roller, WHK-WCLE special events director, covered the same topic as Senator Bulkley on NBC last night. Bulking is sponsoring the Steiner plan.

For the third consecutive season, WDZ, Tuscola, Ill., has sponsored grade school spelling bees. Each Saturday afternoon for 45 minutes third through eighth grade pupils spell words. Five Illinois counties are represented, utilizing the five studios of WDZ. Main studios are in Tuscola. Outside points are Mattoon, Effingham, Danville and Paris.

PHILADELPHIA

Claire Lester and her novelty program, "Exploring the Magazine," makes bow over WPEN.

Newest additions to WFIL artist staff are Norman Benson, Mackay Swan, Frances Land and song stylist Judy Gray.

Tommy Smith is now handling WPEN's "Royal Court of Children."

Evelyn Russell is now singing with the studio band over WIP.

Don Glassman of the NBC press department is now in town weekly, preparing for KYW's new building opening.

Mary West and Paul Titus are now appearing in a program called "Echoes" over WIP.

Ray Fitzgerald is now airing with Anthony Candelori's band over WFIL.

Sam Serota, the dramactor at WHAT, is readying a new idea for one of his many voiced skits.

Harry Ehrhart, creator of the Dream Daddy shows in the early days of radio, returns to WCAU.

Jean Shaw is now being heard on WFIL's "Thursday at Three."

ST. LOUIS

Bob Lewis of WIL staff is recuperating after an appendix removal. Bud Bittick is pinch-hitting for him.

Thomas R. Reid, chief announcer for KSD, was recently appointed executive secretary of U. S. Junior Chamber of Commerce.

In lineup of "St. Louis Blues," which KMOX is again feeding to CBS on Sunday evenings, are Ben Feld's orchestra, Lorraine Grimm, vocalist, and the Celestial Choristers.

Rev. Father W. A. Burk, S.J., faculty supervisor of WEW, is very enthusiastic about new transmitter and other equipment being readied for station's new $75,000 studios. Father Burk inspected the apparatus while in the east recently.

Helen O'Connell, new vocalist on KSD daily "Alpine Varieties," is only 17.

Bill Johnson, formerly of WHAS, Louisville, has joined WEW announcing staff. Another recent addition is Walter Cleary, operator, from KFRU.

Harry W. Flannery, KMOX news commentator sponsored by American Packing, has been touring luncheon clubs with a gab angle garbed "Slips That Pass in the Mike."

KANSAS CITY

The KXBY Barn Warmers have been booked by the Electric Theater in Kansas City, Kan., for Saturday night stage appearances in conjunction with a weekly hillbilly amateur contest starting March 12. The Saturday night broadcast of this nightly hour program will originate from the theater.

George Couper Jr. of the KXBY sales staff to New York on business.

KXBY has sold eight daily newscasts to the Olson Rug Co., and Jerry Burns will handle the airings.

Margaret Heckle, KMBC mike artist heard in the ET strip "Across The Breakfast Table," is laid up with tonsilitis, while Dorothy Malone, KMBC sales department secretary, also is on the sick list.

Everett Kemp, featured as Uncle Ezra on the recent sustainer "Happy Hollow" which KMBC produced for CBS, is now with KTHS, Hot Springs, Ark., where he is producing and conducting "Country Store." Kemp recently went to KOAM, Pittsburg, Kan., after more than eight years on the KMBC staff.

Moreland Murphy, KCMO announcer who was quarantined while his young daughter was laid up with mumps, has returned to the studio, as has Virginia Jones, pianist, who was ill.

Margaret Hillias, KXBY program director, is playing the featured role in a new dramatic strip, "Hollywood Girl," which the station is airing. Myra Clark and Grayson Enlow, also appear in the show which is scripted by Ralph Dickinson.

WIOD, Miami

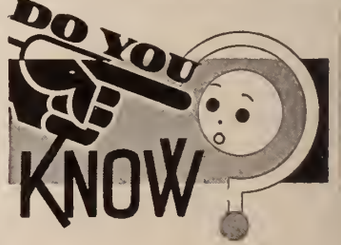
Martin S. Wales, station manager, and Vivian M. Stanton, who has been in the program department for the past two years, recently became Mr. and Mrs.

WIOD will be saluted by CMHK, Cruces, Cuba, in the first of a series of programs dedicated to the U. S.

WELI, New Haven

Ann Palmer, vocalist, being groomed for guesting with "Tune Twisters", Saturday program, and "The Three Doctors", Thursday noons.

Dave Healy, baritone and vocal teacher, is now singing opera selections on Fridays and conducting juvenile talent in "Uncle Dave and His Gang" on Saturdays.



That in Alan Courtney's 9½ years on the air, working as many as 18 hours a day on three different stations, he never used a script, ad libbing all the way.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 40 NEW YORK, N. Y., MONDAY, FEBRUARY 28, 1938 FIVE CENTS

400 Stations In Used Car Drive

56 CBS STATIONS TO GET BREWER'S CO-OP SERIES

Brewers Radio Ass'n, a cooperative organization of 40 brewers banded together for the express purpose of sponsoring a series of broadcasts, will definitely be on the air next Monday, March 7, at 8-8:30 p.m. over a CBS network of 32 outlets. A week later the network will be enlarged to 44 stations and in the succeeding

(*Continued on Page 2*)

Gen'l Mills to Sponsor Chicago Games on WIND

Chicago — General Mills, through Knox-Reeves, has bought Cubs and White Sox home games of Ralph Atlass' WIND. Russ Hodges and Jimmy Dudley will alternate in play-by-play and commercials. General Mills also has baseball on WBBM here. Kellogg will be on Atlass' other station, WJJD. Nuart Clothing is set to give summary and scores on WIND following ball games.

Five-Minute Spot Series Augments Rubber Show

U. S. Rubber Co., through Campbell-Ewald Co., is preparing a series of WBS five-minute recordings to be used by dealers on stations of their own choosing. Manufacturer is paying the cost of the disks, featuring Ben Bernie and Buddy Clark, with the dealer paying the time cost. Disks will supplement the CBS show.

WCHV in New Studios

Charlottesville, Va. — WCHV has moved into its new studios at Fourth and Market. The studios occupy a two-story brick building and basement.

In Own Back Yard

Salt Lake City—Production heads at KSL recently searched in vain among the dramatic staff for a 'Lincoln' voice. Then Josephine Goff recalled the fundamentals of one Dick Evans, KSL engineer. Dick, who once made frequent appearances before the KSL microphone, was rounded up, and he took the Lincoln role with perfect results.

Radio Index Gains

Chicago—Monthly index of radio advertising for January gained 12.7 per cent over the corresponding month in 1937, according to Printers' Ink. A gain of 3.9 per cent also was scored over December, although normally the gross for these two months is about the same.

AFM MEETING TOMORROW ON ET LICENSING STATUS

Status of the AFM licensing the electrical transcription and phonograph record companies will be held in abeyance until tomorrow, at least, when it is planned by the AFM to hold a meeting in this city of its Executive Board. The deadline for the ET and records to stop being manufactured without a license ran

(*Continued on Page 3*)

Kyser Reviving Title On Going to NBC Spot

Chicago—When American Tobacco places "Kay Kyser's Musical Klass," now on Mutual, in the NBC-Red spot now occupied by "Your Hollywood Parade," March 30, show will revert

(*Continued on Page 3*)

Wrigley's New Plans

Chicago — Wrigley's Gum, whose "Double Everything" show on CBS folds March 20, is listening to various new items, including "Manhattan Mother" with Kaye Brinker and a new script revolving around a dance band. Time, however, had not been renewed yet.

16 Agencies Cooperate in Placing Extensive Spot Campaign for the Auto Industry

Detroit — Radio will play a good share in a $1,250,000 promotional campaign the automobile industry will put on during the week starting March 5 in behalf of used cars. A total of 400 stations have been signed up for 18 spot announcements each. These are being placed by the co-operating auto factories—a combination of the members of the Automobile Manufacturers Ass'n and the

(*Continued on Page 2*)

NEW WTOL IN TOLEDO FORMALLY DEDICATED

Toledo — Community Broadcasting Co., of which Frazier Reams is president, yesterday held formal dedication of Toledo's new station, WTOL, a 100-watter on 1200 kcs. Preliminary personnel includes M. E. Kent, formerly sales director WJBK, Detroit, as general manager in full charge of operations; Lester Mitchell, program and production chief; William Sieg-

(*Continued on Page 3*)

Seattle Stations Cut Off Hot Political Orations

Seattle—Local stations had a hectic time keeping clear of libel with brusque shut-offs during the height of the intense local primaries last week. KJR cut off Mayor J. F. Dore in the middle of his lambasting another candidate as he took the air for re-election, with W. W. Warren, program director of KJR making no comment. Fear of libel if state-

(*Continued on Page 2*)

Bisodol-Anacin Adding

Bisodol and Anacin on March 22 will add KOA, KDYL and the Blue Pacific to their NBC-Blue network shows, heard on Tuesdays, Wednesdays and Thursdays, 7-7:30 p.m. Blackett - Sample - Hummert is the agency.

A. F. OF L. CAMPAIGN GOING ON 55 STATIONS

Washington Bureau, RADIO DAILY

Washington—American Federation of Labor's radio program, "The Labor Parade," which 55 stations have agreed to carry, made its debut Saturday night on WOL, Mutual out-

(*Continued on Page 3*)

WMCA Announcers' Dept. Merged With Production

WMCA has merged its announcer and production departments, with Charles Capps heading the new set-up. Auditions committee which will pass on new announcers will include Capps, Dramatic Director Philip

(*Continued on Page 3*)

Mrs. Craig Joins Blair

Mrs. Jeanne Craig of Craig & Hollingbery joins the New York office of John Blair & Co. tomorrow. Mrs. Craig will close her present office at 250 Park Ave. when she makes the move.

☆ THE WEEK IN RADIO ☆

. . . McNinch Opposes Big Tax

By M. H. SHAPIRO

TAXES come to the fore again, both national and state . . . Chairman Frank R. McNinch of the FCC went on record as being opposed to a burdensome tax on the industry, apart from the fact that he does not favor the Congressman Boylan bill for a wattage tax . . . McNinch, before committing himself further, is seeking additional reaction from the broadcasters themselves . . . In the State of New York, Senator John T. McCall, introduced a measure whereby some millions is expected to be collected and radio would be taken under the wing of the Public Service Commission as a utility and subject to a 1 per cent tax on receipts for unemployment purposes, among other levies . . . some loopholes were found by radio executives and hope is held out that radio would not be forced into an erroneous category. . . .

Web billings for January showed that they were still climbing as to

(*Continued on Page 2*)

Auto vs. Television

Until autos are equipped with devices to suppress the vibration of running motors, good television reception in the home will be impossible, according to A. F. Murray, engineer in charge of Philco television research. Murray says the ultra-short waves on which tele receivers operate are extremely sensitive to the running of an auto motor.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Feb. 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	139½	139	139	— ½
Gen. Electric	41½	41⅛	41⅛	— ⅜
RCA Common	7	6⅞	7	+ ⅛
RCA First Pfd.	52¾	52⅜	52⅜	— ⅜
Westinghouse	99	98	98¼	— ¾
Zenith Radio	15¼	14¾	15¼	+ ⅝

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16⅜	16⅜	16⅜	+ ¼
Majestic	1	1	1	— ⅛
Nat. Union Radio	¾	¾	¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¼	6¼

Makelim Signs Dickinson

Chicago—Hal R. Makelim, manager of WHIP, Gary-Chicago, has added E. S. Dickinson to the sales staff. Dickinson has an advertising background of 14 years of selling national accounts for the Kansas City Star and WDAF.

FCC ACTIVITIES

APPLICATIONS RECEIVED

F. W. Meyer, Denver. CP for new station, 1310 kc., 100 watts night, 250 watts day, unlimited.

WKY Radiophone Co., Oklahoma City. License to utilize equipment of W5XAU as a facsimile station.

Bamberger Broadcasting Service, New York. License to utilize equipment of high frequency broadcast station as a facsimile station.

HEARINGS SCHEDULED

March 2: Anne Jay Levine, Palm Springs, Cal. CP for new station, 1370 kc., 100-250 watts.

March 4: U. S. Broadcasting Co., Washington. CP for new station, 1310 kc., 100 watts.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

☆ THE WEEK IN RADIO ☆

. . . McNinch Opposes Big Tax

(Continued from Page 1)

the gross, with NBC, CBS and Mutual doing okay . . . CBS was 21 per cent ahead, NBC about 7 per cent and Mutual earlier in the month revealed a 25 per cent jump . . . Canadian House of Commons paid attention to performing right societies and sought some changes on various points, including no station license fees for a broadcast from a remote point, for instance, once a similar fee has been paid by the establishment originating the broadcast . . . WBRK, Pittsfield, Mass., made its debut, an affiliate of CBS . . . WFIL discontinued its WLW Line tieup....

John Royal of NBC, Raymond Rubicam of Young & Rubicam, and WOR were among leading winners of awards made by Advertising & Selling for "contribution to knowledge or technique of radio advertising" . . . J. Walter Thompson cashed in on its Chase & Sanborn production skill, and N. W. Ayer & Son for the excellence of its Atlantic Refining and Kellogg-"Singing Lady" (Ireene Wicker) shows . . . WOR received its award for its layouts and typography . . . MPA, through Harry Fox, general manager, informed radio stations that the organization would not seek to license off-the-air recordings of network shows when original time is not available to carry the live show....

In Chicago, the George Washington League was formed for conducting national referenda by radio . . . in the same town plans were being made to set up a central casting bureau for radio dramatic talent, similar to the central bureau operating in Hollywood . . . Finch Telecommunications Laboratories received the first FCC experimental license to conduct facsimile on a sight and sound basis . . . Agencies seeking to obtain copies of the log from stations so that the lineup of announcements can be spotted continue to meet with resentment from the broadcasters, but the survey now being carried out by one agency is expected to result in copies of the announcers' work sheet being furnished from time to time... New book on radio by Herman Hettinger and Walter Neff made its appearance and was hailed as an excellent job....

Seattle Stations Cut Off Hot Political Orations

(Continued from Page 1)

ments going over the air were untrue led to the cut-off. Next night KOL cut off Vic Meyers when his time ran out. KIRO next canceled speech of Ralph Hammer, Seattle attorney, with opinion of the station announced that material to be broadcast was libelous. Hammer arranged to broadcast his speech over KEEN.

56 CBS Stations to Get Brewers' Co-op Series

(Continued from Page 1)

two weeks a total of 56 outlets will be used.

As already announced, talent will be headed by Richard Himber and his orchestra, Lou Holtz, Ted Husing and Kay Thompson trio. The U. S. Advertising agency handles the account, with the entire show lined up by Frederick Mayer, acting for the brewers. This is the first cooperative-sponsor show accepted by CBS. After March 28, the new Eddie Cantor show will precede the beer program.

WRTD Musical Director

Richmond—Appointment of George Conrad Rianhard Jr. as musical director of WRTD is anounced by Manager Jack Maxey.

Otis Joins Universal Radio

Barnet Otis, who has been active in various branches of the entertainment world as publicity counsel, joins Universal Radio Programs tomorrow as sales manager.

400 Stations to Carry Used Car Spot Campaign

(Continued from Page 1)

only important non-member, Ford Motor Co.

In addition to this blanket coverage, the factories here confidently expect that individual dealerships will try to bring prospects into their own particular showroom during the Used Car Exchange Week by doing some promotional business of their own—which would be likely to step up the radio bill that week considerably.

Theme of the week is to "trade up" on used cars—to bring in the old jalopie and drive out a better one. Agencies directly placing the radio time are Young & Rubicam; Brooke, Smith & French; Geyer, Cornell & Newell; Roche, Williams & Cunnyngham; J. Walter Thompson, U. S. Advertising Corp. and Grace & Bement. Other cooperating agencies include Lee Anderson Advertising Co., N. W. Ayer & Son, D. P. Brother & Co., Campbell-Ewald Co., J. Stirling Getchell, Arthur Kudner, McCann-Erickson; MacManus, John & Adams, and Ruthrauff & Ryan. The manufacturers have contributed to the promotional fund in proportion to their sales last year. Regardless of work done, the agencies are dividing the commissions on about the same basis.

KMMJ

Clay Center, Neb.

The favorite family station

COMING and GOING

ED CRANEY, manager of KGIR, Butte, is visiting in town.

MR. and MRS. JOHN BLAIR are in Florida for a vacation.

CARLETON BRICKERT leaves Chicago this week for New Orleans to attend the Mardi Gras.

DONALD W. THORNBURG, CBS vice-president on the coast, and LEWIS ALLEN WEISS, general manager of Don Lee System, are back in Hollywood from their eastern trips.

LUTHER REID, CBS news editor, went upstate over the week-end visiting WHEC, Rochester, and WOKO, Albany.

PAT O'TOOLE, CBS press, is in Cleveland for a minor operation.

F. H. (TINY) ELPHICKER, manager of CJCA, Edmonton, Alberta, Can., who has just completed his term as president of the Western Ass'n of Broadcasters, is on a six-week business trip visiting agencies in Canada, Chicago and New York.

TITO SCHIPA, operatic tenor, sailed for Europe on Saturday.

FORD FRICK and his wife arrive tomorrow in New York after an 18-day southern cruise.

PAUL WHITEMAN goes to Atlantic City tomorrow to play at the banquet of the Associated Exhibitors National Education Ass'n in the Traymore Hotel. On Saturday night, Whiteman plays a concert for Smith College Club at Bushnell Memorial, Hartford.

GLADYS SWARTHOUT is expected in town Wednesday from the coast.

WQXR Opera Series

Members of the New York Opera Co. and other soloists, under the direction of Enzo dell' Orefice, will present a new series of opera programs at 9-10 p.m. on Saturday evenings over WQXR. Verdi's "Rigoletto", in condensed version with piano and organ accompaniment, will open the series on March 5. Nina Quartin, Arthur Filippi, Vladimir Zorin and Sandro Giglio will sing the leading roles.

Grady Cole's Dual Operation

Charlotte, N. C. — Grady Cole, WBT's ace commentator, believes in killing two birds with one stone. He entered Mercy Hospital last week for an appendectomy and a tonsil operation. During his layoff, Cole's programs will be handled by William Winter and Clair Shadwell.

Carmichael Back at WBT

Charlotte, N. C.—Cecil Carmichael, formerly publicity director at WBT, has rejoined the station and has been assigned in charge of special events and continuity editing.

CLAUDE
AUSTIN
VOCAL COACH and ARRANGER
☆
"COACH of STARS"
Present and Future
799—7th Ave. New York, N. Y.
Telephone Circle 7-4541

AFM Meeting Tomorrow On ET Licensing Status

(Continued from Page 1)

out on Friday, but due to the inability of Joseph N. Weber, AFM president, to leave Florida, nothing was done about it. Weber definitely hopes to arrive here in time for a Tuesday meeting of his national executive body. His delay has been due to a severe cold.

Meantime the AFM home office reports numerous applications for licenses, and it expects to send out such applications as are approved soon as possible, after the Tuesday meeting. The transcription manufacturers' committee has held conferences of its own the past week but does not plan to issue a statement until after action by the AFM Executive Board.

AFM contemplates licensing of disk manufacturers as its means of bringing into line the small stations which have not yet reached an agreement with AFM locals in regard to hiring additional musicians. Not all of these outlets have a gross business large enough to come within the AFM minimum figure, but a sizeable number are expected to be brought in through the medium of restrictions on the disks.

Harris Agency Releases Spots for Electric Tie-In

Salt Lake City—R. T. Harris Advertising Agency has released 26 half-minute dramatized announcements plugging electric appliances. Recorded on RCA flexite discs, the "True Life Dramas," complete with local tie-in announcements, are offered on an outright sale basis in territories.

Bob Venables Promoted

Chicago — Bob Venables has been promoted by H. R. Makelim, manager of WHIP, to chief announcer with headquarters in the Chicago studios. Venables, a college man with two and a half years of radio work, was formerly at KSD, St. Louis. He handled the one-hour symphony orchestra concert from Grant Park for 69 consecutive nights, announcing, writing and producing the show alone.

Ed Cleland Resigns

Ed Cleland, publicity director for WINS, has resigned to enter the free lance field. No successor as yet named by station.

Nuptial Note

Howard J. London of RADIO DAILY was married to Ann Conti on Saturday at the Church of the Transfiguration. Couple are spending their honeymoon at Sea Island, Ga.



WRC-WMAL Oblige

Anything to oblige—that's the spirit of NBC in Washington. Some weeks ago WRC and WMAL, the Red and Blue outlets there, began airing traffic court trials and asked listeners to write if they liked the programs. Nine-year-old Clarence Dow replied that he favored the broadcasts very much but couldn't hear them unless he stayed home from school, since programs went on Monday and Thursday mornings. So General Manager Kenneth Berkeley and Assistant Manager Carleton Smith got together and now Clarence can hear his traffic court programs on Saturday.

A. F. of L. Campaign Going on 55 Stations

(Continued from Page 1)

let here. Series will run for a year, with 15-minute re-enactments of outstanding labor news. Inaugural program, in addition to the 15-minute recording, had an additional quarter-hour of remarks by labor officials and friends of labor.

WMCA Announcers' Dept. Merged With Production

(Continued from Page 1)

Barrison and Program Director Alfred Hall. New policy follows resignation of Bob Carter, chief announcer, who leaves to take over a group of commercials on a free-lance basis.

"Down by Herman's" Expands

Milwaukee — With completion of its third year as one of Milwaukee's most popular radio program, "Down by Herman's" has completed preparations for a more varied program. In addition to the little German Band, Johann, leader of this popular musical aggregation also will direct a Viennese ensemble, on the same show. These two musical units will alternate during the broadcast which is heard over WISN daily except Saturdays at 6 p.m. CST. The little German Band will play from the beer garden while the Viennese ensemble will emanate from the "newly constructed" mythical banquet hall.

One-Hour Drama on CBS

James Elroy Flecker's "Hassan," or "Golden Journey to Samarkand," a poetic tragedy of the East, will be presented with the music especially composed for it by Frederick Delius, for the first time in this country in its entirety, in an elaborate full-hour "Columbia Workshop" broadcast over CBS on March 12 at 7:30-8:30 p.m. Under the direction of Earle McGill, the special radio adaptation will require a cast of 12 actors, an eight-voice chorus, and the full Columbia Symphony Orchestra under the direction of Bernard Herrmann.

Tappe Joins WINS

Louis Tappe of Schillin Advertising has joined WINS as copy chief. He rejoins Al Schillin, former head of the agency, who became sales manager of the Hearst station recently.

NBC Wedding

Helen Winter, NBC secretary to R. J. Teichner, was married last Thursday to A. S. Faillace Jr. of the NBC guest relations department. Honeymoon in Miami.

Kyser Reviving Title On Going to NBC Spot

(Continued from Page 1)

to its original title, "Kollege of Musical Knowledge," under which banner it originated as a WGN-Mutual sustainer from Blackhawk Restaurant at 1 a.m. Tuesdays. Show was a terrific mail puller, drawing up to 20,000 responses per airing. New series will originate in New York, and Kyser plans to quit playing dances for a month or so until program is launched. Frank Coughlin of WGN continuity staff is authoring.

Using 105 Mins. Daily on WCOP

Boston—With addition tomorrow of a special half-hour daily show from New York featuring Zeke Manners' band, Community Opticians will be taking one hour and three-quarters daily on WCOP.

Community Opticians and Auroticians have just bought "The Eyes of the Community," one-hour variety show at 7-8 a.m., six days a week.

New WTOL in Toledo Formally Dedicated

(Continued from Page 1)

man, chief engineer; Frank Ridgeway and Emil Gebhardt, engineers.

Announcers thus far named are Jack Zieghn, from WIBM, Jackson, Mich., and Bob Ingham, who handled sports at Akron's WADC.

Estelle Scott is secretary; Suzanne Blanchard, traffic; Nettie Paddock, bookkeeper.

Sales personnel includes Arthur Craghan, formerly WDGY, Minneapolis, and Ralph Sisson, Ralph Meckler, Robert F. Dranper and W. F. Kilmer.

Program talent also includes Allan D. Grigsby, "The Family Counsellor"; Mary Merickel West, who will handle an early morning spot; Ralph Sisson, newscasts; Karl W. Kessler, newspaper and magazine writer, handling Man-on-the-Street, Department Store Traveling Mike and special chatter programs. Mitchell will produce special dramatic programs for "try-outs" as he did in Detroit.

RCA Annual Report

RCA's 1937 annual report, released Saturday, showed net profit for the year of $9,024,858, only a slight difference from the estimate of $9,000,000 published early this month.

The report, a 24-page booklet, also tells about the corporation's various activities and its progress in radio, television, facsimile, etc., during 1937.

Regular quarterly dividend on the preferred stock was declared Friday.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made.. ..where retailer meets customer .... that's why a retailer is judge and jury of advertising results .. ..retailers in Michigan's eight major markets prefer, by actual experience, the....



MICHIGAN RADIO NETWORK

WXYZ KEY STATION

DETROIT MICHIGAN

The Paul H. Raymer Co., Representative



Radio

*RADIO GOES TO COLLEGE... *published January, 1938 by CBS. We will be glad to mail you this study on request.*

goes to College

TURN *where we may, investigate whom we will, radio is discovered an intimate and important and active part of daily living!*

College investigators, last Spring, at the request of the COLUMBIA BROADCASTING SYSTEM, studied the radio habits of college students. They found that over 95% of the students listen *regularly* to radio. Even more interesting is the amount of college-time spent listening to radio. The average male student reports listening 3 hours *each day*. The average woman student listens 2 hours and 52 minutes *each day*. This is remarkable when you consider what a busy person the undergraduate is! And conclusive evidence, once again, of how well radio reaches *everybody:* young and old—and class-markets as well as mass-markets.

The complete study* shows that America's million-odd undergraduates are remarkably like everyone else where radio is concerned. They are today's leaders of young people everywhere; tomorrow's leaders in business and society. And radio—*without special effort—without extra cost* reaches them *at the same time* it reaches the rest of the country. For *everybody* likes to listen!

But this is no surprise. It confirms the findings of radio advertisers—and other radio research. (A year ago the CBS study of "THE VERY RICH—AND RADIO" arrived at much the same conclusion as the college-study. Like everybody else, the Very Rich also like to listen—and do!)

Yet, in the cloistered halls of learning we unearthed fresh material on a fine point. Everyone knows a few people who habitually do more than one thing at a time. Such people read while they eat, write while they telephone and—if they're at college—they study while radio-listening. But not *all* people double-up their activities If we take the undergraduate as a guide, we find that *most* people prefer doing *one* thing at a time. Of the 2,487 college students interviewed, 61.3% stressed the fact that they do *not* listen to their radios while studying. But there's another simpler way of determining *how well* people concentrate when they listen to radio. Make a deliberate mistake of any kind on the air. Or make an offer. You will then quickly learn, from billowing bags of mail, just how intently the average listener listens when his radio is tuned-in! And *that* is a basic reason for radio's brilliant record of success.

THE COLUMBIA BROADCASTING SYSTEM

AGENCIES

HERBERT T. LORENTZEN, formerly with Young & Rubicam and W. L. Post, has opened his own agency at 10 East 43rd St.

PICARD ADVERTISING INC. has been appointed by Bishop, McCormick & Bishop, metropolitan New York dealers for Dodge and Plymouth cars, to handle new and used car advertising. W. S. Marvin is account exec.

GALEN SNOW, formerly treasurer of William B. Remington Inc., has opened his own advertising agency in Springfield, Mass., under the name of Galen Snow Inc. Albert M. Orme, formerly of Batten, Barton, Durstine & Osborn, is vice-president.

STURE H. NELSON, art director, and Herbert Field King, account executive, have been promoted to vice-presidents of William B. Remington Inc., Springfield, Mass.

FRED J. SPINDLER, 76, treasurer of Anfenger Advertising Agency, St. Louis, died last week.

GUEST-ING

CONSTANCE BENNETT, BILLIE BURKE, CLEM McCARTHY, MICKEY ROONEY, EARLE SANDE, BRIAN AHERNE and CONNIE BOSWELL, on "Good News of 1938," March 3 (NBC-Red, 9 p.m.).

GIOVANNI MARTINELLI, on Ford Sunday Evening Hour, March 6 (CBS, 9 p.m.).

DANIEL HENDERSON, author assigned by Good Housekeeping to visit Mexico and make a report on the country, interviewed by Anice Ives on "Everywoman's Program", today (WMCA, 11:15 a.m.).

MICHAEL BARTLETT, interviewed by Charlotte Buchwald, March 4 (WMCA, 1:15 p.m.).

HEYWOOD BROUN, on "Book of the Month Club Concert," March 1 (WQXR, 8 p.m.). CARL VAN DOREN, same program, March 2; ISABEL PATERSON, March 3.

GOV. PHILIP LA FOLLETTE of Wis., speaking on "Problems Facing U. S.," today (WNYC, 6:15 p.m.).

ARMIDA, and OSCAR and ELMER, on "NBC Jamboree," March 1 (NBC-Blue, 10 p.m.).

MERRY MACS, on Fred Allen show, March 9 (NBC-Red, 9 p.m.).

ARTHUR CARRON, GEORGE RECTOR, FRANCES GAYER and HAL GORDON, on "Hammerstein Music Hall," March 4 (CBS, 8 p.m.).

EFREM ZIMBALIST, with N. Y. Philharmonic - Symphony Orchestra, March 6 (CBS, 3 p.m.).

MAXINE SULLIVAN and Onyx Club Jam Band, on "Saturday Night Swing Club," March 5 (CBS, 6:30 p.m.).

KATE SMITH, on Paul Whiteman program, March 11 (CBS, 8:30 p.m.).

WALT FRAMER
Freelance originator of
RADIO SWAPS HEARD DAILY OVER WWSW
Pittsburgh, Pa.



PETTY CASH VOUCHER
Week ending Feb. 25

● ● ● **Saturday....Word arrives from KVOD, Denver, that Engineer Vince Corbett, who served for six years as an officer in the British Army stationed in India and other remote sections overseas, is down with an attack of malaria—and has convinced the program dept. that his experiences would be a good program as an educational show....With Jonie Taps and Doris Rhodes we go to see THREE pictures at that many theatres. Then to the Famous Door, where Louis Prima is offering words of encouragement to Teddy Powell, who is to fly to the coast on the morrow.**

● ● ● *Sunday....Hear that Betty Worth, who recently became the bride of Michael Davidson, writer on the Ripley show, has been doing her air shows lately while fighting illness, in real trouper style....That nite to Leon & Eddie's for Blue Barron's party. Then to the Casa Manana shindig which is becoming the Sunday nite place in N. Y. A trio, Irving, Steele and Rollo, tie up the proceedings like nobody's done (outside of Judy Garland)....Everybody and his ancestors are here.*

● ● ● **Monday....Hear that Lew Brown is out of his studio pact and that Ray Henderson will write with Dorothy Fields Also that if Warren and Dubin split, the latter will reconcile with his former partner, Joe Burke....Also from Hollywood comes word that Del Casino has aroused the picture-snatchers to the point where contracts are being shoved under his nose. It's about time!**

● ● ● *Tuesday....While the nation is commemorating the birthday of George Washington—we arise early enough to meet the boat bringing Jack Robbins and Harry Fox from Miami. We hear that Ted Husing, whom we left there, sweating under the sun and free from labor, has been working himself to the bone, doing guests shots on WQAM and WKAT—besides announcing the Sonja Henie ice show....Just learned that Jack Harold Paar, announcer at WGAR, Cleveland, married Irene Gubbins recently.*

● ● ● **Wednesday....Encounter Kay Thompson and Harry Link in Dave's—where the latter introduces us to Billy White, a tenor from Chi who did 49 weeks on Sinclair Oil show....Richar (he lost the "d" now) Himber forces us to have dinner with him—so that we won't be able to add the dinner to this "voucher."**

● ● ● *Thursday....To Billy Rose's saloon where he's pointing out the reason for hiring the various Texas chorus girls to the students of N.Y.U. and Columbia. Using one as an example—Rose says: "If the girls get fat, they are in trouble and have to be sent back to Texas." This remark breaks up Morton Downey, Oscar Shaw and Wini Shaw, who are sitting with us, but leaves Sally Rand unimpressed....Later we meet Sidney Kornheiser, who tells us that "Tonight We Love" is his follow-up song to "Thanks for the Memory".*

● ● ● **Friday....After losing much hair and not having taken our scalp treatment in so long, we return to our favorite pastime....Late that nite to the Park Central's opening of the new show with Jerry Blaine's crew ....Hear that Jimmy Dorsey's opening at the New Yorker, scheduled for the 27th, has been adjourned till March 1.**

TOTAL EXPENSE: $1.50 *for waiter and hatcheck tips at Dave's.*

AUDITOR'S REMARKS: Request denied! You should have let Himber pay the tips and you the food tab—which was cheaper!

PROGRAM REVIEWS

Briefly

Robert Benchley provided some rare humor on Kate Smith's program over CBS last Thursday night. Both material and delivery were in a class far removed from the general run of radio comedy. Benchley ought to be on the air more often.

Lasses White and Honey Wilde, minstrels, enlivened the Rudy Vallee broadcast Thursday night on NBC-Red. The blackface cross-fire was old in formula, but still almost as sure-fire now as it has been for some generations. And the Lasses White Minstrels always were among the topnotchers.

"Music Teasers," emceed by Douglas Arthur over WNEW at 5 p.m. on Monday, Wednesday and Friday, is a palatably handled program of the music and quiz type. Merle Pitt's orchestra provide background, with emcee intermittently asking questions about the tunes played, ork leaders, etc., and giving answers at finish. A free Arthur Murray dance lesson offer, for cigaret package labels, is part of program.

WJR is Piping Symphony To New Toledo Station

Detroit — Leo Fitzpatrick, g.m. of WJR, has arranged to pipe the Philharmonic-Symphony concerts to Toledo's new station, WTOL, on Sunday afternoons. WJR will continue to broadcast the first hour.

WJR received not more than 25 squawks when Father Coughlin came on the air at 4 o'clock and the last half of the symphony program was cancelled. Toledo, however, is musically minded and, pressed by their readers, Dick Pheatt of the Blade and Marie Cochran of News-Bee kept up a shower of pointed darts at WJR. Fitzpatrick was unable to do anything about it until WTOL was ready to take the air. The arrangement will start March 6 and continue at least until Father Coughlin leaves the air on Easter Sunday.

Nordberg Joins WOR

Ralph A. Nordberg, formerly with NBC, has joined the sales staff of WOR.

"ARNO"

2 Year
SENSATIONAL ENGAGEMENT as GUEST CONDUCTOR at SHEA'S Buffalo Theater Featuring Unusual Musical Presentations NOW AVAILABLE FOR RADIO
Call: St. Moritz Hotel, New York, N. Y.



CHESTER LAUCK and NORRIS GOFF ("Lum and Abner"), who start a new tri-weekly series over CBS tonight, were guests last night on Jack Benny's NBC-Red network program.

KFVD has finally settled on a location at 338 South Western Ave. Owner J. F. Burke has been shopping around for spot ever since buying the station from the Cord interests.

Audrey Mays, former J. Walter Thompson publicist who recently stepped out as the radio associate of the MacQuarrie Agency, dug up a new-to-radio, believe it or not, hillbilly troupe working in Western pictures and billing themselves as "The Colorado Hillbillies." Auditioning them at NBC the other day for the Vallee show, agency producers of two other network shows sneaked in bids for a radio debut for the mountaineers and now the fair agent is torn between loyalty to her erstwhile employers and 10 per cent of higher offers.

The California Packard dealers have renewed "Hollywood Preview" for another 13 weeks on KECA.

Jack Owens, KEHE composer-pianist-singer, has had his daily program on that station switched to a new time and will be heard at 1:00 p.m. in future.

Ava Gjerset, American born Norwegian and pupil of the late Mme. Sembrich, brought here from Minneapolis to appear in Warner musicals, will be a guest on the KNX-CBS "Hollywood Showcase" on March 10.

Lew Frost, assistant to NBC vice-president Don Gilman, is back at his desk from San Francisco, where he sat in for Lloyd Yoder while latter was at the NAB convention.

WBAP Dialers Want Chillers

Fort Worth—In a query by WBAP to listeners as to whether the "Black Night" chiller-dramas each Monday at 11 p.m. should continue in the same form, over 300 letters were received in less than a week requesting that programs remain. Station wanted reaction because of the current talk against thrill programs as unfit for children. Virginia Willten authors the scripts, and Nelson Olmsted continues as chief character.

WIND Used Car Drive

Chicago—As a public service WIND is putting on a "buy used car" campaign on a sustaining basis.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

ORCHESTRAS - MUSIC

SHEP FIELDS, following steps of Paul Whiteman, Ted Weems and others, has got himself a child singer, 11-year-old Babs Bernard. She made her debut with him at Chicago Theater last week.

Kay Kyser played Marquette University prom on Friday.

Buddy Rogers appeared over week-end at Aragon and Trianon, Chicago, with a WIND line.

Exclusive Publications has put on the presses a new booklet on swing music, containing photographs, biographies, phonograph record data and other information about leading rhythm personalities, to be distributed gratis to the orchestration clientele via jobbers and dealers. First printing will total 20,000 copies and will be available after March 5.

Irving Mills, through his Master Records products, is beginning a series of recordings which will preserve for many years to come favorite rhythm selections written in the early years of jazz and which are considered today the basic foundation of swing music. This "documentary music" will consist of selections which never had the advantage of being heard through the recently developed electrical recordings.

An all-Wagner program will be broadcast next Sunday by the Radio City Music Hall Symphony Orchestra under direction of Erno Rapee over NBC-Blue at 12:30 p.m. Viola Philo and Jan Peerce will be soloists.

Jeno Bartal is celebrating his first anniversary as musical director of the Hotel Piccadilly's Georgian Room. Attilio Perry, accordionist, has been engaged as the band's new instrumental soloist.

In addition to his "Musical Gazette" series on Sunday nights, Lyn Murray's orchestra will continue to be heard seven times weekly. It is currently heard three mornings a week with Ruth Carhart, and on four evening spots.

Buddy Rogers' orchestra, currently playing a series of one-nighters in the middle west, opens March 11 at Philadelphia's Arcadia International Restaurant for a three-week engagement, with CBS and Mutual wires.

Searchinger in NBC Series

Caesar Searchinger, foreign correspondent, editor and radio commentator, will present the first in a new series of weekly commentaries titled "The Story Behind the Headlines" on Friday at 7:15-7:30 p.m. over NBC-Blue Network. The series will be under auspices of the American Historical Ass'n in cooperation with NBC as an educational feature.

WMBD Dedicates New Organ

Peoria, Ill.—Formal dedication of the newly installed pipe organ in the studios of WMBD took the form of a half-hour program specially designed to show the wide variety of usage demanded of organ music in modern broadcasting. In order to accommodate the "loft", the station's entire studios were remodeled and redecorated. Featured in the dedication program were Jack Lyon and Irene Allan, staff organists.

Basketball Sponsored

Chicago — Northern Indiana Public Service is sponsoring Indiana basketball tournament sectional, regional and semifinals on WIND, March 5-19, and Buick is sponsoring the finals on March 26 on WIND, WFBM, Indianapolis and several other stations.

Form Springfield Agency

Springfield, Mass. — Edward J. Samuel, formerly commercial manager for WMAS, and Lawrence M. O'Connell, have organized as O'Connell & Samuel, advertising agency, at 125 State St. Agency will specialize in radio advertising.

Fannie Brice to Frisco

West Coast Bureau, RADIO DAILY

Los Angeles—Fannie Brice leaves Sunday for a personal appearance week at the Warfield Theater, San Francisco. While there she will judge the "Baby Snooks" contest being staged by Fox-West Coast Theaters in the Bay City region, with the winner slated for a trip to Hollywood and an appearance on the M-G-M-Maxwell "Good News of 1938".

International Nurseries on WJJD

Chicago—International State Nurseries has bought a new six-a-week 6-6:30 a.m. hillbilly show on WJJD featuring Smilin' Bob Atcher and Bonnie Blue Eyes. Ervin Viktor, hillbilly announcer, is narrator for the series. Bob Atcher and Bonnie Blue Eyes recently joined WJJD staff, coming from WHAS, Louisville.

Russ Morgan's Niece on WOV

Peggy Morgan, contralto heard on WOV from WPEN, Philadelphia every Tuesday at 4:30 p.m., is the niece of Russ Morgan, who is guiding her career in music via radio.

"March of Time" is Eight

The "March of Time" this week will celebrate its eighth consecutive year on the air.

WOPI *"The Voice of the Appalachians"*
BRISTOL - TENNESSEE VIRGINIA



IRENE WINSTON, who has appeared in many stage hits, has decided to concentrate her future efforts on radio. She has just been assigned a prominent role in "Woman in White", by Irna Phillips, on NBC-Red.

With the shift of "Lum and Abner" to CBS for General Foods, Carleton Brickert ends five years of association with them on the Horlick account. Brickert, an NBC contract artist, will continue with "Story of Mary Marlin." Brickert, who is president of the AFRA chapter here, will go to New Orleans for Mardi Gras this week.

WIND has launched a new Monday and Wednesday Poetry Corner. Features Carl Erickson and Tommy Ott, formerly of Rock Island.

John Blair, president of John Blair & Co., and Mrs. Blair, and his parents have gone to Florida for a fortnight's vacation.

Ray Jones, secretary of AFRA, went to New York last week for negotiations with network and agency representatives.

Everett Mitchell, who is to emcee the new Allis-Chalmers "Family Party" series on NBC, is looking for a tag line to identify show. For a decade he has used "It's a Beautiful Day Here in Chicago" on the National Farm and Home Hour.

Ruth Brine, commentator for Evans Fur on WJJD "Newsreel of the Air", has gone to New York and vacation and also is stopping off to visit family in Boston.

Judge J. M. Braude of WJJD "Safety Court" is vacationing in Florida.

Ruth Glascott, radio writer, blossoming out as a comedienne on WGN-Mutual "On A Sunday Afternoon".

Bruce Milligan, Hal Kemp sax player, is out of the hospital and back at work, but Maxine Gray must stay there another week.

Wendell Williams Shifted

West Coast Bureau, RADIO DAILY

Los Angeles—Wendell Williams of the NBC continuity acceptance staff in New York has been transferred to a similar berth at NBC here.

ATTENTION!
STATION REPS . . .
Can you use a live-wire salesman in New York?
One who knows Sponsors and Agencies and their
RADIO PROBLEMS
Write Box A-134
RADIO DAILY, 1501 BROADWAY, N. Y. C.

RICHMOND, VA.

Joe Brown's "Kiddie Club" now airs every Saturday afternoon over WRVA. Brown also conducts "Opportunity Night" every Saturday night, the winner appearing the following Thursday on the stage of National Theater.

"Penthouse Patter" is the temporary name applied to a new weekly airshow which Pete Taylor is building for an airing over WRTD. Patsy Garrett, Richmond songstress, has been signed for vocal honors. Franz Payperin and his orchestra are featured.

Dick Whitney of Detroit has joined WMBG announcing staff.

OKLAHOMA

W. C. Gillespie, manager of KTUL, Tulsa, spoke before local Real Estate Board on radio and the real estate market.

General Federation of Women's Clubs presenting weekly lectures in KVOO, Tulsa, sponsored program.

Enid Little Theater has taken a 15-minute spot on KCRC, Enid, to present Denning Sisters.

KTOK, Oklahoma City, carrying full hour of U.P. news flashes in six daily periods.

WHIP Adds Accounts

Chicago—WHIP new business announced by Manager H. R. Makelim includes spot campaign by New Mill Noodle & Macaroni Co.; Polish American Citizens League, political campaign; Cascade Wet Wash Laundries, 15-minute strip using ETs Monday through Saturday, supplemented by spot announcements, through Malcolm-Howard Agency; Lenard's Restaurant, spots; Musikhaus Radio Week, spots on German Hour; Prima Barber Shop, participations; Prosperity Cleaners & Dyers, kids' amateur show on Saturday emceed by Bob Venables plus a daily musical program.

Renewals include Southtown Church Hour, 15 minutes daily for a year; Polish American Film Corp., spots, and Citizens Federal Savings & Loan Ass'n, doubling time.

ONE MINUTE INTERVIEW

JIMMY NOEL

"I believe that the best training a potential radio performer can have is a completely varied experience. He should learn music by studying as many instruments as he possibly can. He should learn how to sing by taking vocal lessons, whether he has an outstanding voice or not. He should also learn the business of entertainment by constantly appearing before audiences with whatever he has to offer. One never knows when any or all of these versatile assets might mean the difference in getting that break or winding up broke."

☆ Coast-to-Coast ☆

ARTHUR GILMORE, former Seattle announcer and now heard Sundays on the CBS "Dr. Christian" series, is engaged to Grace Weller. Wedding is to take place in Tacoma, sometime in May.

Don Prindle, formerly of KOL, Seattle, and now in Los Angeles, became the father of a girl last week.

Thornton Fisher, WNEW sportscaster, and Jocko Maxwell, WLTH sports commentator, put on a jam session of sports Saturday evening on Maxwell's WLTH "Sports Parade". The two sportscribes then raced to a WNEW mike to resume their ribbing.

Edgar Bergen and Charlie McCarthy can be seen at the Criterion Theater on Broadway starting March 3—in a screen short, "Africa Speaks—English".

WIP will be the key originating station for a gala half-hour revue which will be broadcast over most of the stations in Philadelphia tonight at 11-11:30 under the auspices of the Salvation Army during its annual campaign for funds. Featured on this revue will be Bunny Berigan and his ork from Arcadia International Restaurant; Tell Sisters, Bert Balis, and Clarence Fuhrman and his augmented 25-piece orchestra.

Harry Boersma, baritone, who sings the Treasured Hymns program Friday mornings, has started a series of guest appearances in Memphis churches.

Bob French, program director, whose "Spectator" program has been a daily feature on WHKC, Columbus, for the past five years, has been making a number of personal appearances in small Central Ohio towns.

The lives of Catholic Saints to be dramatized by the Ave Maria players on WMCA during March and April will include St. Patrick, as a special program, and the Passion Play, on two successive Sundays, according to the Franciscan Friars of the Atonement, sponsors of the series.

Keeping up its record for long remotes in the Fort Worth section, WBAP last week aired a program from Paris, Tex., over 100 miles away. Program was transmitted by the WBAP mobile unit which was in that city as advertisement for forthcoming local Exposition. Herb Southard, announcer, and Elliott Maersch, engineer, handled program.

Russ Offhouse, staff announcer at WCOP, Boston, steps out of character this week when he describes the style show for prominent women's club in the bean city.

Jean Harper Campbell, head of the copyright department of WHN, won $250 in the Old Gold contest.

Karl Swenson, who plays the title role on "Lorenzo Jones" program, returns to the legitimate stage next month as a member of the Episcopal Actors Guild's production of Shakespeare's "King John."

"Life of Mary Sothern" chalked up its 800th performance on Thursday. Only member of the original cast is Jay Jostyn who plays leading male role of Max Tilley. Hinds' Honey and Almond Cream is sponsor. Transamerican produces, Don Becker writes and William Esty is the agency. Currently rides WLW Line and CBS.

Policemen on post all night often turn to radio to while the time away. Wednesday night's most distant telegram to WNEW's Stan Shaw brought one from the police in High Point, N. C.

David Lowe, film commentator, reports getting nearly 7,000 letters on his 7 p.m. Washington Birthday broadcast of 15 minutes.

G. Dare Fleck, who has charge of traffic at KDKA, Pittsburgh, will resume a weekly program of book reviews at 3:15 p.m. Wednesday.

"The Ghost in the Garret," long a favorite program with listeners to KGBX, Springfield, Mo., is back on the air after an absence of some seven months. Floyd M. Sullivan prepares and broadcasts the program of chitchat, gossip, and humorous anecdotes, naming names when and where convenient.

Lierley Back at KSL

Salt Lake City—After an absence of several years, during which he was engaged in coast radio work, Charles Lierley, tenor, has returned to KSL. He appears currently as Bob Arnold in "Songs for You", thrice weekly commercial.

Fredda Gibson's Third Show

Fredda Gibson, already heard on the two Lucky Strike commercials, has a third show on March 11, when she joins the new Nehi program with George Olsen and Tim and Irene on the NBC-Red network.

WSGN Program Wins

Birmingham—In a contest conducted over a period of weeks, the "Variety Show" on WSGN, won first place among local features. Joe Ford and Bob McRaney, WSGN announcers, conduct this hour at 3 p.m. each Sunday from the Pickwick Club.

Jimmy Scribner Renewed

Jimmy ("Johnson Family") Scribner's contract with WOR has been renewed for another six months.

SAN FRANCISCO

Dudley Manlove is new emcee of KYA "House of Vision" for Progressive Optical System. G. M. Spray, adv. mgr., took over scripting after George Tolin, announcer, wrote first two shows.

"Listen," quarter-hour commentary on radio personalities, written by Pat Kelly, KFRC press, and read by Herb Allen, sold to Shasta Water Co. for 13 weeks through D'Evelyn & Wadsworth, Inc.

To Hollywood to enter the agency field goes Clyde Coombs, NBC salesman.

Jack Meakin and his "Bughouse Rhythm" group did a turn at the Chamber of Commerce pre-anniversary dinner at Palace Hotel celebrating the exposition opening here one year hence. Banquet KGO'd for Coast Blue web. Baritone Armand Girard, Actress Betty Grable and Eddie Cantor also participated.

Don Allen, the "Hollywood Reporter," started a Sunday quarter-hour on KSFO for C. H. Baker Shoe Stores, 3 p.m. Signed for year by Sidney Garfinkel agency.

KYA Musical Director Walter Rudolph and Jack Seltenrich formed a two-piano team aired Saturdays at 1:30.

Ben Moss has song program on KFRC daily tabbed "Try and Stump Us".

Ernie Smith has augmented his usual 15-minute nightly sport talk heard six times a week on KYA with a Wednesday half-hour show titled "The Hot Stove League."

NEW HAVEN

Charlie Wright, WELI program director, convalescing at home. Bill Farley subbing for him.

Murray L. Grossman, WBRY business manager, returns from vacation.

Mack Parker, WICC studio super, brought Rose Marie to the mike for an interview when she played a date here last week.

WORL, Boston

Happy Jack Smith (Rev. John Jacob Smith of Calgary Temple) returns to the air with a Tuesday and Thursday "Good Cheer" program.

A bi-monthly "Mayor's Day" program has been logged for Tuesdays, with mayors of the metropolitan area as guests.

New Canadian Firm

Kenora, Ont.—A company known as Kenora Broadcasting Corp. is reported being formed in Toronto, with Henry C. Draper, K.C., as solicitor for the new firm. Erection of a station here has been rumored for some time.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Greetings from Radio Daily

February 28

Harold Parkes **Olan Soule**

Alan Wray

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 41 NEW YORK, N. Y., TUESDAY, MARCH 1, 1938 FIVE CENTS

WLW Hearing May 16

Looking On

.... AND LISTENING IN

BLANK SCORE The score of the Hollywood movie companies, in their efforts to double as producers of radio shows, thus far amounts to a goose-egg.

Out of three batters who have gone to the plate, one was quickly fanned, the second knocked out a single-bagger but couldn't get to second, while the third was hit by a ball and walked but will most likely die on base.

For the good of everybody concerned, including the movie industry, it is hoped that the picture studios have learned their lesson and will stick to screen entertainment.

Meanwhile, it is encouraging to see the predicted letdown in Hollywood originations gradually taking place, together with a slow but promising increase in network pickups from other large centers besides New York, Chicago and Los Angeles.

Boston, San Francisco, Detroit, Cleveland, Pittsburgh, St. Louis, Philadelphia, Kansas City, Buffalo and plenty of other cities have an ample amount of good shows that not only merit coast-to-coast airing but would give radio schedules some of the greater variety they need.

On top of this, they'd attract a lot of new public interest and prove excellent good-will gestures for the industry in general.

The same holds good for another previous suggestion—more personal appearance tours for popular radio units, with each weekly broadcast being made from a different city.

It is one way to meet the growing seriousness of studio audiences.

And for the stars who are willing to troupe, there's much gold in those hinterland box-offices. —D. C. G.

On the Spot

Salt Lake City—H. K. Gagos. UP radio editor visiting KSL, reports that at height of recent California flood a watchman on the Soledad Bridge was sitting in his shanty at radio, tuned to KSL. Announcer reading UP news put on a bulletin that flood had washed out the Soledad Bridge. Watchman grabbed a lantern, rushed out. Sure enough, bridge was floating away.

NAB STARTS COLLECTING HIGHER DUES SCHEDULE

Washington—Active work on collection of the higher rate of dues has been begun by the NAB, the new membership dues being effective today. Communication from Mark Ethridge, temporary chairman of the board, assured members that as soon as the best man possible for the job of president had been selected and things talked over with him, the NAB would get prompt action on the matter. More members and financial help are imperative and a blank was enclosed for the stations to indicate their classification by letters,

(Continued on Page 5)

Herring, Payne Confer On Censorship Measure

Washington Bureau, RADIO DAILY

Washington—Following conferences with Commissioner George Henry Payne of the FCC, Senator Clyde Herring reports "very satisfactory" progress in preparation of his radio censorship bill. A few more details remain to be cleared up before measure is ready for introduction.

WADC is Considering Studios in Cleveland

Akron — WADC, owned and operated by Allen T. Simmons, is considering possibilities of establishing studios and offices in Cleveland. No decision yet, but idea is understood to be favored as much of station's fan mail comes from Cleveland area, it is said.

NAPA Suspends Drive On Phonograph Records

Philadelphia—Pending outcome of AFM issuance of licenses to electrical transcription and phonograph record manufacturers, the National Association of Performing Artists has temporarily halted its drive to license stations to play phonograph records made by its members. Her-

(Continued on Page 2)

Pat Patterson at KABC

San Antonio—B. R. (Pat) Patterson, formerly with KFDM, Beaumont, as sales manager and at one time with KTHS, Hot Springs, joins the commercial department of KABC today.

Parley Is Scheduled on Limitation of Power—FCC Rule May be Changed —Drafting Accounting Plan

By GEORGE W. MEHRTENS
Washington Bureau, RADIO DAILY

Washington—Chairman Frank R. McNinch of the FCC has set May 16 for hearings on limitation of power for WLW and other stations.

The Commission's Rule 117 provides that the authorized power of a dominant clear channel station shall not be less than 5 kilowatts nor more than 50 kilowatts. The hearings will be held to determine whether the rule should be amended and in par-

(Continued on Page 3)

FLA. COMPLETES BRIEF IN ASCAP TEST ACTION

Tallahasee — The State of Florida has completed its brief in connection with the suit brought against it by Ascap to test the constitutionality of the anti-Ascap law recently enacted by the state. Suit will be heard March 3 in New Orleans before three Federal judges. State of Florida brief will principally question the matter of jurisdiction and removal of the case to New Orleans.

Contingent leaving for New Orleans for the State will include Andrew W. Bennett, formerly assistant U. S. attorney general, who appeared for the government in the Ascap anti-

(Continued on Page 3)

Dropping of Remotes Bad for Chi Business

Chicago—Business at leading hotel dine-dance rooms has been bad since they dropped radio lines when major stations began charging $100 weekly for service. Empire Room of the Palmer House, however, has booked some big names, including Eddy Duchin, opening May 4; Veloz and Yolanda with a band, July 6; Guy Lombardo, Labor Day, and Wayne King, early in November. Duchin, Lom-

(Continued on Page 3)

Okla. Network Getting Heavy Political Business

Oklahoma City — The Oklahoma Network is set to reap luscious takes from political broadcasts during the forthcoming campaign, with three candidates already having used the seven-station web to announce their candidacy and 11¼ hours full network time booked by others although campaign is not yet started.

J. B. Williams Adds

The J. B. Williams show on Mutual has added two more stations effective March 7, and also goes coast-to-coast on that date. New outlets are KWK, St. Louis, and WFIL, Philadelphia.

SUPREME COURT DENIES WRIT IN BORDER ET CASE

By MILTON F. LUNCH
Washington Bureau, RADIO DAILY

Washington — The Government again lost to Norman Baker and E. R. Rood yesterday when Supreme Court denied a petition for a writ of certiorari to the U. S. Circuit Court of Appeals to review the decision in favor of Baker and Rood, who were charged with violation of Section

(Continued on Page 2)

Warner-G. M. Program Called in "Rumor" Stage

Neither Warner Bros. nor Transamerican would confirm the report that General Motors was considering a mammoth production to be heard simultaneously on two networks. Warners stated that they, as usual, had several radio deals in the fire, while Transamerican said that such a deal was still in the "rumor" stage.

KOMA Dedication

Oklahoma City — Opening of KOMA studios on 24th floor of Biltmore Hotel was formally celebrated with an hour's program Sunday. Public officials and civic leaders did honors. New layout doubles former space and provides special business offices and headquarters for Neal Barrett, southwestern director and v.p. of Hearst Radio Inc.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Monday, Feb.* 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	138¾	135¼	137	— 2
CBS A	19	19	19	.....
Gen. Electric	41⅛	40	40⅛	— 1
RCA Common	7	6¾	6⅞	— ⅛
RCA First Pfd.	52½	51⅞	51⅞	— ½
Stewart Warner	9⅞	9⅞	9⅞	— ⅛
Westinghouse	98	95¼	96¼	— 2
Zenith Radio	16⅝	15½	16⅜	+ 1¼

NEW YORK CURB EXCHANGE

Majestic	1	1	1	.....
Nat. Union Radio	¾	¾	¾	+1-16

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

FCC ACTIVITIES

APPLICATIONS RECEIVED

KIT, Tacoma, Wash. CP to install new transmitter and increase power to 1 KW. LS., 500 watts.

KGHL, Billings, Mont. Auth. to transfer control of corp. from Northwestern Auto Supply Co., Inc. to Charles O. Campbell. 75 shares common stock.

NEW BUSINESS

KOMO, Kansas City: Tom Moore Cigars, news, through N. W. Ayer; Bathasweet, news.

WIP, Philadelphia: Longines Wittnauer (watches), time signals; Sunday School Times (Publication), through N. W. Ayer.

WFIL, Philadelphia: Tide Water Oil Co., news, through Lennen & Mitchell; Nehi Co., program, through James A. Greene Advertising Agency; Campana-Italian Balm, program.

WHN, New York: Garrett & Co. (Virginia Dare Wine), spot announcements, through U. S. Advertising Corp.

WROK IS THE RADIO VOICE
OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN
ROCKFORD, ILL. KELLY-SMITH

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending Feb. 26, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Sweet As A Song	(Robbins Music Corp.)	32
I Double Dare You	(Shapiro Bernstein Inc.)	28
Thanks For the Memory	(Paramount Music Corp.)	28
Whistle While You Work	(Irving Berlin Inc.)	24
I Can Dream, Can't I	(Marlo Music Co.)	20
More Than Ever	(Miller Music Inc.)	20
Dipsy Doodle	(Lincoln Music)	18
Goodnight, Angel	(Irving Berlin Inc.)	18
Outside of Paradise	(Santly Bros. Joy Inc.)	18
The One I Love	(Leo Feist Inc.)	18
Just A Simple Melody	(Witmark and Son)	17
You're A Sweetheart	(Robbins Music Corp.)	17
Bei Mir Bist De Schon	(Harms Inc.)	16
Goodnight, Sweet Dreams, Goodnight	(Shapiro Bernstein Inc.)	16
Always and Always	(Leo Feist Inc.)	15
It's Wonderful	(Robbins Music Corp.)	15
Let's Sail to Dreamland	(Spier Music Corp.)	15
Love Is Here To Stay	(Chappell and Co.)	15
There's A Gold Mine in the Sky	(Irving Berlin Inc.)	15
Somebody's Thinking of You Tonight	(Schuster Miller Inc.)	15
Tipitin	(Leo Feist Inc.)	15

AFM Executive Board Goes in Session Today

Executive Board of the AFM will go into session today to take up the matter of transcription and phonograph record licenses, following arrival of president Jos. N. Weber yesterday from Miami. AFM home offices were closed yesterday afternoon due to a strike of the Building Service union which shut off elevator service. Upon notice of the strike, the AFM officials and employes moved out en masse, not wanting to either walk down 41 flights of stairs nor ride with non-union help. If the strike continues, the Executive Board will probably meet elsewhere than the AFM offices.

In sympathy with the elevator workers who went out in several buildings, 17 elevator mechanics in Rockefeller Center also refused to work, but service in Radio City was not interrupted.

NAPA Suspends Drive On Phonograph Records

(*Continued from Page* 1)

bert Speiser, general counsel for NAPA, said that when negotiations are fully completed between AFM and disk companies, his organization would resume its drive. Locally, WIP, WPEN and WDAS are continuing to use records under an NAPA license but are avoiding those made by RCA Victor and Decca, which have warned stations that they are liable to court action if the disks are played. Victor and Decca claim all copyright and other vested rights in their product.

New Broadcasting Firm

Albany — Kingston Broadcasting Corp., Kingston, has been incorporated by John R. McKenna, Norman B. Furman, Florence Wolin and Benjamin S. Colves. Cashin & Ewig, Brooklyn, are attorneys.

Supreme Court Denies Writ in Border ET Case

(*Continued from Page* 1)

325 (B) of Communications Act. This violation pertained to the making of recorded programs in the U. S. and transported across the Mexican border for broadcast on powerful outlets so that they could be heard throughout this country. In the lower courts, Baker and Rood had been found guilty. Circuit Court of appeals reversed the decision.

Expands Coverage Reports

New Rochelle, N. Y.—Radio Coverage Reports Bulletin, heretofore issued only to subscribers to Radio Coverage Reports, will be expanded and made available to advertising agencies, broadcasting managements and advertising managers of companies using radio, for a nominal subscription fee, it is announced by Edgar Felix, who issues the services.

Results COUNT MOST
WLAW
1000 WATTS
LAWRENCE, MASSACHUSETTS
Now Averaging More than 8,000 Letters Weekly
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

COMING and GOING

E. C. MILLS of Ascap, HERMAN FINKELSTEIN and LOUIS D. FROLICH of general counsel of the organization, are in New Orleans to attend the Ascap suit against the State of Florida being heard March 3 in Federal Court.

H. ALLEN CAMPBELL of WXYZ, Detroit, is in New York on business.

JOSEPH N. WEBER, president of the AFM, arrived back in town yesterday from Miami.

SONNY WERBLIN of MCA, is back in New York after a business trip to the west.

MRS. HENRY KING, wife of the orchestra leader, arrived in New York yesterday to await the birth of her child. Husband will come here from the west.

CHARLES CHATTERTON, business manager of KGW and KEX, Portland, Ore., was a visitor at the John Blair & Co. offices in Chicago last week.

LOUIS K. SIDNEY, chief of M-G-M radio activities, flew to New York from the Coast late last week on business connected with WHN. He is due back in Hollywood for Thursday's airing of "Good News of 1938", which he produces.

LOUIS WITTEN, v.p. of Buchanan Co., to New York from the Coast.

JULES STEIN, president of MCA, has returned from New York to home office, Chicago, and expects to go to Hollywood shortly where his family is spending the winter.

JANE PICKENS leaves for Ohio immediately following tomorrow's broadcast to spend four days with friends.

"Grand Hotel" Off in Spring

Chicago—Campana Corp. reported planning to take "Grand Hotel" off NBC after March 28 for the summer. Show features Jim Ameche.

"HIGH FIDELITY" INSTANTANEOUS RECORDING

Highest Quality Recording attained by

★ Most expensive modern instantaneous recording equipment.

★ Expert Electrical Transcription wax recording Personnel (graduate and licensed engineers).

REMOTE CONTROL by permanent lines.

OFF THE AIR by special filtered antennae.

STUDIO — 60' x 30' double ceiling broadcast studio. Dynamic microphones.

Instant Service

ADVERTISERS RECORDING SERVICE, INC.
113 WEST 57th ST., NEW YORK
Phone Clr 7-6982 Established 1930

WLW Power Hearing Scheduled for May 16

(Continued from Page 1)

ticular to determine what limit, if any, should be placed upon the power to be authorized for any such station.

At the hearing all pending applications for permits, modifications of renewals of licenses, experimental or regular which request power increases in excess of that permitted by existing rule will be held aside from WLW. Other applications for 500 kilowatt power authorizations are WHO, KFI, WGN, WSM, WSB, KDKA, KNX, KSL, WBZ, WGY, WHAS, WJR, WJZ, WOR and WOAI.

The Commission's present regulations provide for 40 clear channels, although under existing licenses there is duplication on about 12 of the 40 channels.

Observers express much interest in the question of whether or not Commissioner George Henry Payne will sit with the Commission when the WLW case comes up. It was believed by many that attorneys for Powel Crosley Jr. might ask for his withdrawal on the same grounds, prejudging the case, as was the case with Segal-Smith disbarment proceedings. According to authoritative sources, however, RADIO DAILY learned that Crosley legal representatives will take no such action against Payne.

Meanwhile the Commission has directed the chief accountant to prepare and submit for the Commission's consideration by March 9 a tentative draft of a uniform system of accounts for licensees of stations.

"Only through the adoption of such a system," McNinch stated, "can the communications industry or the public have any dependable and comparable financial data."

It is the purpose of the Commission to give all licensees an opportunity to make such criticism and suggestions of the proposed system as they desire before any final order is issued.

Bob Redd Gets Berth

West Coast Bureau, RADIO DAILY

Los Angeles—Bob Redd, NBC producer, gets the production assignment on the Sunday night "Signal Carnival," perennial NBC Pacific Coast Red favorite.

KSO Opera Feed to Mutual

Des Moines—A special radio adaptation of the opera "Faust" presented by Drake University College of Fine Arts will be fed by KSO, Iowa Network station, to the Mutual Network on March 4.

Pat Rossi Gets Title

Pat Rossi, now singing on WOV daily at 11 o'clock, has obtained copyright on the title of "The Singing Waltz King", setting aside a day a week to doing nothing but waltzes.

AFRA in Shreveport

Shreveport—Announcers and artists of local radio stations here have formed a local of the American Federation of Radio Artistes.

NEW PROGRAMS—IDEAS

Asks for "Bribes"

Even a sustainer should have commercial aspects, says Owen Balch, commercial manager of KCKN, Kansas City, Kan. He announced on his "Crack O' Dawn Patrol" that requests for song numbers would be met only if accompanied by "bribes." Arrived next morning: one stick of chewing gum, some old socks, one angel food cake, and hosts of other good-will offerings.

"Double Feature"

WIP (Philadelphia) Dramatic Group handles this one, presenting two complete dramatic sketches in half-hour weekly evening spot. Thought, according to Program Director James Allan, is to vary the dramatic tempos of the sketches on theory that single half-hour theme is too long for radio audience. Assistant program director Marx Loeb directs.

Fla. Completes Brief In Ascap Test Action

(Continued from Page 1)

trust trial two years ago and since resigned; Lucien H. Bogges, former law partner of A. Mitchel Palmer, and two attorneys general of the State of Florida, Cary D. Landis and Ty Norwood. Gilbert Freeman of WTAL, who is chairman of the Educational Committee of the Florida Ass'n of Broadcasters, and other radio men are expected to attend the hearing also.

Ascap attorneys Herman Finkelstein and Louis D. Frolich of the law firm of Schwartz & Frolich, general counsel for Ascap, left several days ago for New Orleans. E. C. Mills, chairman of the Administrative Committee, left yesterday by plane. Understood that the Ascap arguments will be similar to those presented in Nebraska, where the society won a temporary injunction restraining the State enforcement officers from enforcing the anti-Ascap law. Similar Ascap suits against the states of Washington and Montana are still pending.

WEW's Flower Broadcasts

St. Louis—Recent response to a broadcast from Shaw's Garden orchid show was of such proportions that WEW will air daily from the flower show in St. Louis Municipal Auditorium, March 26-April 3. Manager A. S. Foster was responsible for the orchid show airing, having in mind that St. Louis is very garden-conscious.

Ed Shutz Brings Back Biz

St. Louis—Ed Shutz, commercial manager of WIL, returned from the NAB convention via stopovers in New York and Chicago, signing contracts in the former city for 195 quarter hours and 156 spot announcements and in the latter city for 195 five-minute programs. Shutz now favors monthly, instead of yearly, conventions for NAB.

Club Women Kick

Chicago—Parent-Teachers of Kendalville, Ind., has filed a protest with FCC against the "many undesirable children's programs which portray crime and horror." Protest also takes a swat at plugging of film stars on the air.

Dropping of Remotes Bad for Chi Business

(Continued from Page 1)

bardo and King are expected to insist on lines.

Best business in town is being done by Blackhawk, with Kay Kyser, and Chez Paree, with Henry Busse, using Mutual and NBC, respectively. Stevens is closing big Boulevard room and reopening smaller Continental room, with Sterling Young. College Inn, which has had Buddy Rogers, will rely on Lou Panico.

Campus Newscast Sponsored

Austin, Tex.—A five-minute newscast from campus of U. of Texas, with two student commentators appearing on alternate nights, began last week under Lucky Strike sponsorship.

Government Considers Ascap Suit Dismissal

Washington—In a letter to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, it was indicated by the U. S. Attorney General that the Department of Justice now has under consideration the "question of whether to further proceed" with the suit instituted by the U. S. Government against American Society of Composers, Authors & Publishers. The Attorney General pointed out that the trial of the case was started in the Southern District of New York in the spring of 1935 and was suspended about a week later upon suggestion of the trial judge that the parties get together and agree to stipulate facts so that progress would be facilitated. These efforts at stipulation proved fruitless, however.

At the recent NAB convention, Wheeler stated that there was need of copyright revision. The NAB itself reiterates its interest in the Ascap suit and will continue to seek a successful prosecution of the case.

Attitude of the Attorney General is taken to mean that there is a strong possibility of the government action being dismissed.

Mutual Series on WDSU

New Orleans—"Fortune's Follies," Mutual program, is getting on the air regularly here over WDSU, the NBC-Blue outlet. Show is rebroadcast from WSM.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales ••• eight major markets •••• including America's great metropolitan center ••••• smart, up-to-date manufacturing cities ••• ranking rural centers and farming districts ••• in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

HARRY A. MAY has been appointed manager of the Indianapolis office of the Raymond Morgan Co., Hollywood advertising agency and producers of radio programs. Appointment will permit Ray Morgan, who has been East for months, to return to the home office.

LIONEL BRIDGE, formerly of Lord & Thomas agency on the coast, has been appointed manager of the New York publishing house of Sheed & Ward.

LOUIS A. WITTEN, vice-president of The Buchanan Co., Texaco agency, arrives in New York from the coast.

J. STIRLING GETCHELL is the father of a new boy.

Kidnapping Plea on WNEW

A plea to kidnapers of Peter Levine, son of Murray Levine, prominent New York lawyer, was aired by WNEW at 5:15 p.m. yesterday. Richard Brooks, commentator, and a spokesman for the boy's father, made an appeal to the kidnapers, expressing the father's desire to negotiate with them, and asking newspapers and others to lay off.

WHN attempted to get the father on the air by running a line to his home in New Rochelle, but he was too broken up to talk.

Mary Bitner Joins KGU

Honolulu — Mary Bitner, daughter of Irma Bitner, producer at KSL, Salt Lake City, has joined the KGU staff here. Recently married, Mary teams with spouse in dramatic shows, runs a woman's hour and sings and plays a bit. Originally came here for a month's rest.

UP Processing KSL News

Salt Lake City — United Press, through its Los Angeles offices, announced that KSL is to get a special radio news processor on all UP service. The addition will enlarge the KSL News Bureau. Entire UP trunk will be re-edited especially for radio presentation, with service exclusively to KSL.

Signed by Rockwell-O'Keefe

Pat Barnes and his WOR "Barnstormers", Thornton Fisher, WNEW sports commentator, and Floyd Sherman have been placed under personal management of Rockwell-O'Keefe. Frank Cooper handled deals.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Greetings from Radio Daily

March 1

George Frame Brown — Jimmy Dorsey
Kathryn Field — Charles Lyon
Charles Martin — Herb Plambeck
Jimmy Stevenson

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **Transamerican is building an hour show called "Manhattan Serenade."....Jack Fulton bows off "Poetic Melodies" March 22 when the Andrews Sisters join up. Del Casino may replace Fulton—if he didn't sign that Paramount Picture contract yesterday....An audience participation show called "What Would You Have Done" auditioned yesterday to replace a top-notch comedy show during the summer...."The Shadow" winds up for Blue Coal within three weeks...."Lamplighter" debuts on WOR next Sunday for Grossman Shoes—signed for one year....Leo Reisman will fade from MBS for six weeks during Lent, with his time going to the New Yorker. ....Olga Baclanova ends her MBSeries March 12....Morton Gould has been signed for one year....Frantic calls to Ted Husing in Miami to get him here in time to begin his Brewers' show. He wants to bask in the sun instead.**

● ● ● *KWTO, Springfield, Mo., "Love Thy Neighbor" show boasts placement of more than 90 per cent of the applicants for jobs who appear in the studios for this novel program....The show is made up entirely of human interest scenes. Karl Zomar, wordslinger, has all persons who wish jobs see the Missouri employment bureau. Those approved are sent to the studios, where they answer questions concerning age, training and so forth....Bob Lewis, baritone at WIL, St. Louis, set something of a record last week for recuperating from surgery. He was stricken with acute appendicitis, operated on the following day—five days later he was walking around the hospital corridors, the sixth day he was home and on the seventh day Bob stood before WIL's mike and chirped like he never had before. Hospital attaches claim this to be the speediest recovery on record.*

● ● ● **While east, Eddie Cantor will have a Tuesday nite preview of his Wed. show in a playhouse....Lou Holtz will fly in every Monday from Chi for his program....Sid Gary returns to his night show tomorrow.... Helene Daniels is under 60-day option for pictures....CBS Hollywood studios' official opening has been postponed from April 2 to the 9th.... Harry von Zell had a fire in his home the other night when his kid placed the bed lamp under the pillow....George Griffin begins his series for Whipple Oil Burner March 22 via NBC with Verle Mills, harpist, and Dorothy Dreslin, soprano....Yesterday's Daily News featured a two-column page-size ad on Jimmy Dorsey's opening at the New Yorker tonight, calling him "America's Ace Saxophonist"—but the picture shows Jimmy tooting a clarinet a la Goodman!**

● ● ● *Martin Block's secretary, Esther Sandson, got herself wed to Jack Schiff, sales promotion director for a N. Y. toy co..... Bill Bivens, conducting the WBT "Midnite Dancing Party" down in Charlotte, N. C., received a letter sometime in January from Pago Pago, American Samoa....The writer requested that Bivens play "I Want to See Some More of Samoa" on a certain night....The request was complied with and forgotten....The other day WBT received another letter from the Samoan, saying that the tone and clarity of the song he asked for were perfect, even in faraway Pago Pago!....WIP, Philly, is adapting "sneak previews" for their shows prior to scheduled announcements, so they can get public reaction and comment in advance.*

● ● ● **Lillian and Dorothy Gish will appear on Kate Smith's show on Thursday....Robert Benchley has been set to do a zany routine on the Chesterfield show March 18 by the Myron Selznick Ltd. N. Y. office. He will also repeat on the Smith Hour....Abbott and Costello, featured on the Ted Collins show, are week-to-weekers—but draw big mail.**

GUEST-ING

CAPPABARRA HARMONICA ENSEMBLE, on "Schaefer Revue," March 10 (WEAF, 7:30 p.m.).

CONSTANCE BENNETT, on "Your Hollywood Parade," March 9 (NBC-Red, 10 p.m.).

LUCY MONROE, on Philadelphia Orchestra program, March 14 (NBC-Blue, 9 p.m.).

New Bills at Albany

Albany — Two bills affecting radio advertising have been introduced in the Assembly. Gerald Muccigrosso is sponsor of a measure requiring loan companies to specify interest rates, and R. Foster Piper presented a bill dealing with sale of eyeglasses.

Stroud Twins Renewed

West Coast Bureau, RADIO DAILY

Los Angeles—The J. Walter Thompson office has renewed the contract of the Stroud Twins for another 13 weeks for Chase and Sanborn.

Jolson Writers Get Release

West Coast Bureau, RADIO DAILY

Los Angeles — Red Corcoran and Ken Browne, writers on the Jolson program, have asked for their release and sever the connection following this week's show.

Paul Munroe's Film Deal

West Coast Bureau, RADIO DAILY

Los Angeles — Paul Munroe, who has been director of "Your Hollywood Parade" for Lord & Thomas, is reported signing a deal with Nat Levine, associate producer at M-G-M, to produce film version of "Gang Busters," which Munroe produced as an air feature for two years.

"Big Town" Coast Rebroadcast

West Coast Bureau, RADIO DAILY

Los Angeles — Long talked about coast rebroadcast for Edward G. Robinson-Claire Trevor "Big Town" series finally has been set definitely in the 9:30-10 p.m. slot Tuesdays on CBS. Eastern airing for Robinson remains unchanged.

. . . Did you know that the instructors in The School of Radio Technique are well-known men constantly engaged in radio productions?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

Los Angeles

LEE COOLEY has been made producer of "Sunset at Nine," heard Sunday nights over KFWB, and handled by Pacific Market Builders.

Ben Sweetland, long "Your Friendly Counsellor" on KHJ and more recently conducting a series of "Human Understanding" broadcasts over KFI, is muting the program temporarily to make a hurried trip to New York on business. Will return to the air in about two weeks.

C. Owen Ross Manufacturing Co., makers of roller bearings, has signed for a series of spot announcements over KECA. One-year contract was handled by Lee Ringer advertising agency.

Ted Fio Rito's KNX-CBS "Hollywood Melody Shop" broadcast moves from the Beverly Wilshire to the Palomar with the program of March 13.

Broadway Department Store has signed for thirteen weeks' participation in the combined "Housewives' Protective League" and "Sunrise Salute" programs over KNX. Jefferson Kaye Wood was the agency.

Howard Swart, writer-star of "The Newlyweds" serial, has opened the "Hide - Away - Idle - Hour - Club" on Cherokee Avenue. The new business venture is the actual counterpart of the fictional institution featured by Swart in his CBS show.

KFAC's "Jimmie Allen Flying Club" now boasts more than 12,000 members.

Twentieth Century Radio Productions has sold its "Federal Agent" series of 39 quarter-hour transcriptions to Broadcasting Service Ass'n of Sydney, Australia, through American representative Dr. R. L. Power, who also reports the purchase of "Ebb Tide," waxed production of Titan Productions, San Francisco, for the Antipodes, as well as for All Canada Radio Facilities Ltd., for which concern Power also is resident transcription buyer.

Arthur Gilmore, CBS announcer on "Dr. Christian," is squiring his fiancee, Grace Weller, around the Hollywood night spots. Miss Weller just arrived from the East, and the wedding will take place within the next two months.

Murry Weintraub and Jerry Oelnick, Hollywood publicists, recently stock their joint chins out by adding a mimeographed "daily selections" sheet for the day's races at Santa Anita to their press releases.

WQXR
BETTER BROADCASTS for BETTER BUYERS
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

ORCHESTRAS - MUSIC

FRANK TROMBAR will replace Jimmie Grier at the Biltmore Bowl, Los Angeles, on March 17. Ork will be heard on NBC every day except Sunday.

Hal Kemp's scheduled appearance on Zenith CBS program last Sunday was cancelled at the last minute.

Two new songs, "Lovely You" and "Have You Got Any Love For Sale," have been turned out in Chicago by Allan Grant, pianist, Basil Loughrane, production chief at Lord & Thomas, and Roy Brower, "Cabin at the Crossroads" soloist.

Though the two titles make a natural combintion, NBC's The Kidoodlers are about the only ones who haven't yet included "Dipsy-Doodle" on their broadcasts.

Goldie, comedy-trumpet player with the Paul Whiteman band returns to the fold after having his tonsils removed.

Five of the feminine members of the Whiteman family have been ill the past week. Mrs. Paul Whiteman (Margaret Livingston) had the grippe, Mrs. Mike Pingitore, underwent an operation at French Hospital, Mrs. Bob Lawrence and Mrs. Roy Bargy had the flu, and Irving Strouse's mother had tonsil trouble.

Chick Webb's contract at Levaggi's Restaurant, Boston, has been renewed for another four weeks.

Bob Crosby and his orchestra remain at the Penn's MADhattan Room for another two weeks, after which comes a series of one-nighters in the East, then back to the Penn for an indefinite stay.

Now that his "Yes, There Ain't No Moonlight Tonight—So What?" is being published, Louis Prima is at work on a new one, called "Prima Rhythm."

Lou Carroll and his orchestra, featuring Iggie at the Piano, have been signed for an additional four weeks at the Village Brewery Restaurant.

"Larry and Sue," vocal duo heard on WSPD, Toledo, for several weeks, gave their final broadcast Friday. Sue, who is Barbara Runnian, returns to her home in Eaton, O., where her mother is critically ill, while Larry Ebker goes to Dayton. The team came to Toledo from WLW.

Erskine Hawkins and The 'Bama State Collegians leave the Savoy Ballroom, New York, March 13 to fulfill a demand for return road dates for the Stepin Fetchit-Erskine Hawkins dance band unit.

"Both Sides of Mike" Handy Book on Radio

"Both Sides of the Microphone", by John S. Hayes, assistant production manager of WOR, and Horace J. Gardner of Philadelphia radio's well-known "Literary Parade," has just been published by Lippincott ($1.25).

Book is a handy non-technical, and easy-reading compendium on broadcast operators and those behind them, treated from listener and vocational angles. Talent, programming, musical, engineering, educational and religious aspects of radio are included, with special articles by Julius F. Seebach, Jr., WOR program director, Dr. Seymour N. Siegel of WNYC, Gabriel Heatter, Guy Lombardo, Helen Johnson, Ben Grauer, Orson Welles, Alfred Wallenstein, Frank Knight, Kate Smith, Bill Slater, Andrew Kemper Ryan, William J. Miller Jr., D.D., and Rev. Stanley Marple, D.D.

WIS Feeds Senator's Talk To 7-Station Carolina Web

Columbia, S. C.—Speech of Senator E. D. Smith on the administration's new agricultural program will be fed by WIS at 1:15 p.m. today to a network of seven stations. Web also will include WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAIM, Anderson; WOLS, Florence, and WBT, Charlotte.

NAB Starts Collecting Higher Dues Schedule

(Continued from Page 1)

ranging from A to O and running from $5 to $500 monthly dues.

Each active member is required to pay dues on net receipts from the sale of time received during the previous calendar year. Net receipts are defined as billings based on gross rate for broadcasting service less time and advertising agency discounts, if any, and including billings to networks. No member is required to state his actual volume but to name annually to the Secretary-Treasurer, on his call, the class into which his volume falls.

Ethridge further informed members of the need of a united industry and that every human effort is being made to see that the reorganized NAB is equipped in the shortest possible period to meet its new responsibilities.

76 NEW IDEAS!

For three years, STAR COMMERCIALS have led the field and are more popular now than ever. Weekly service comprises 76 Announcements covering 22 lines of business, prepared by a special STAFF of experienced (Network and Agency) writers. A complete week's supply is you for the asking. No obligation—We rely on STAR COMMERCIALS to sell themselves to you!

STAR RADIO PROGRAMS, INC.
250 PARK AVENUE NEW YORK CITY

Chicago

KAY CAMPBELL, WGN star of the Lucky Girl series, which recently folded, has gone to Hollywood.

Franklyn MacCormack, poetry reader of Wrigley "Poetic Melodies," planed to Cincinnati over weekend to visit friends.

Joe Gallicchio, formerly musical director for Amos 'n' Andy, who recently returned to NBC staff here, will present new classical musical series at 5:30 p.m. Tuesdays, Wednesdays and Thursdays on NBC Red.

Tito Schipa, famed tenor, has taken an interest in a song by Joe Dumond (Josh Higgins of Finchville) and asked permission to sing it in concert. Song is titled "Your Song for Today."

Annette King, home from honeymoon, singing for Santa Fe Railroad Banquet at Stevens Hotel.

Lynn Chalmers, former songstress with Harold Stokes orchestra at WGN-Mutual, has joined NBC staff and is appearing on Jamboree hour.

Lewis Herman, character actor and scripter for WAAF, has sailed for England for an indefinite stay.

Willie Shore will emcee the Peter Fox Brewing Co. show, Sundays at noon, over WBBM. The hour of transcribed music will be amplified later by a mystery thriller. Schwimmer & Scott is the agency.

Quin Ryan's first guest on his Bayuk Cigar program starting March 6 on WGN, will be Joe Louis.

Truman Bradley has been optioned by Metro-Goldwyn-Mayer.

Lillian Gordoni Radio Party has been moved up from 11 p.m. Mondays to 9 p.m. on Tuesday on WSBC.

Andrews Sisters have opened at Chez Paree, where they are featured with Lou Holtz and Henry Busse. Reported they will go to Wrigley's Poetic Melodies when Double Everything folds middle of March.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

who will gladly place their radio experience and market knowledge at your disposal to assist you in your radio plans whether or not you contemplate entering any of the markets represented by

John Blair & Co.
CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

Program Reviews and Comments

"LUM AND ABNER"

General Foods Corp.
WABC-CBS, Monday, Wednesday, Friday, 6:45-7 p.m.
Young & Rubicam Inc.

LIKEABLE RURAL CHARACTERS CONTINUE HOMESPUN SERIAL IN SPONSOR SWITCH.

"Lum and Abner" (Chester Lauck and Norris Goff) came under the General Foods banner yesterday to present their human interest serial in the interests of Postum.

The adventures of the popular rural pair, as they begin their career in this new spot, have to do with the launching of a motion picture producing enterprise whereby Lum and Abner hope to make Pine Ridge a new cinema capital.

Problems of getting cameras and other equipment to launch their initial picture occupied the conversation in the first episode. The likeable nature of the characters, plus the wide leeway for developments offered by their new undertaking, promises interesting chapters ahead.

Lew Crosby is announcer.

Ted Malone

It's a pretty early hour—8:30-8:45 a.m.—to ask radio listeners to gather around and listen to poetry and other literary chat, but Ted Malone made a brave stab at it yesterday morning when he brought his "Between the Bookends" to WOR. Malone has a likeable and ingratiating style, creating an intimate and more or less sentimental relation with his listeners, so if anybody can put over this kind of a program at the breakfast hour, he should do it.

Louise Wilcher assists Malone at the organ, while Ray Winter handles announcements. Feature is logged for Monday, Wednesday, Thursday and Friday.

Three Brown Sisters

Coming from MBS' Los Angeles station, KHJ, Sunday, 9:30-9:45 p.m. EST, the three colored girls comprising a harmony team were original in their arrangements and delivery, and aided by the announcer's word-pictures, the period passed too soon. Wordslinger set the mood and setting and the trio went to work on the various songs, among them being "Doin' The Uptown Lowdown" and one of the grandest arrangements of the much-overplayed "Bei Mir Bist Du Schon."

"Great Plays"

What promises to be an interesting drama series was launched last Saturday at 5-6 p.m. over NBC-Red network in the way of a series of full-hour weekly dramas taken from classics of the past 2,500 years. Initial offering was "The Birds," satirical comedy by Aristophanes, wherein a couple of Athenians disgusted with their government go in search of an Utopia. They encounter a patriarch and his birds, who participate in the ensuing dialog — with the "birds" talking collectively like a chorus. Action is described as taking place in the Theater Dionysus when the people gather for the festival season.

Appeal of this particular work is strictly limited, despite what sounded like a good presentation. Second offering in the series, "Everyman," should prove of more general appeal.

Blevins Davis is handling the series. The amount of interest attracted by it will depend on the judgment exercised in selecting works that listeners care to hear.

"Epic of America"

Final program of this series based on the book by James Truslow Adams was attended by considerable ceremony on WOR-Mutual, Sunday 8-8:30 p.m. Productions have aroused widespread comment as put on by the Radio Division of the Federal Theater in cooperation with MBS. Climax of the 14-week series was a kaleidescopic piece of narration and dramatization bringing in the highlights of the Adams tome, with the object being to teach and instill faith in the future of America, particularly directed to the radical elements, but also for the rank and file.

A prize contest for the best essay on what the program series has taught about the future of America is still in progress.

Bernie Cummings

Varady of Vienna has returned to the WOR-Mutual web, Sundays 1:30-1:45 p.m., with the same type of program, namely an orchestra and vocalists. Pending the arrival in Chicago of Ted Weems, next Sunday, Bernie Cummings and orchestra have been filling in and doing a very creditable job. Quarter-hour period moves along nicely with Cummings rendering an excellent choice of selections, running from tango to swing. Singers did a fine job also. First commercial was done by Varady himself, it being announced that it was not a trade name. Varady in slight foreign accents delivered a message on how to keep beautiful. Toward the close the announcer delivered another commercial.

Allen Prescott

Transcriptions of Allen Prescott's new "Wifesaver" series began a run over WOR at 1:30-1:45 p.m. yesterday as a five-times-weekly for Camay soap. Prescott follows his familiar formula of giving helpful home suggestions, such as how to make more closet room, how to cope with "button trouble" on kids' clothes, etc., all well handled. Quarter-hour is brightened by a couple of Joey Nash vocal interludes. Sponsor is Procter & Gamble, through Pedlar & Ryan.

"Musical Gazette"

Lyn Murray and his musical group combined last Sunday night to present a new and entertaining idea called "Musical Gazette" over CBS at 8:30-9 p.m. Barry Wood, one of the soloists picked for the show in addition to the Murray troupe, proved to be in excellent voice and did his usual good job. Entire cast, which includes Nan Wynn, Lyn Murray, Sob Sisters, Four Cubmen and Kenneth Roberts, ably carried off the idea of a musical newspaper.

Show, although bucking Chase & Sanborn, should attract listeners. Idea back of the "newspaper" is to give all items a "happy ending". Conception has possibilities, but needs a little more spirited execution, especially more punch in the emceeing to set a better pace for the show.

"Hollywood Whispers"

George Fischer, Hollywood columnist, who quit his MBShow to pinch-hit for Walter Winchell when the latter took sick and was absent from the Jergens show, returned to the sustaining series on Sunday, 9:45-10 p.m. EST, instead of the previous Saturday spot. Program was the usual run of news and rumor disbursing, aided by the presence of Bob Hope as guest star.

Contest is now featured on the show in an attempt to gather mail to show prospective sponsors. Offering to women a gown worn by Martha Raye as a prize and three scarfs worn by a few picture fellows to the male contestants, announcer asked three easy questions and asked listeners to write in the correct answers and tell why they listen to "Hollywood Whispers."

Briefly

Glass Container's "There Was a Woman" series, Sundays at 1:30 p.m. on NBC-Blue, continues one of the best dramatic series on the air. Last Sunday's episode dealing with Shakespeare's love life was a well written and beautifully acter story.

Mae Murray, who discusses dancing on WMCA's daily "Grandstand and Bandstand," is a most enchanting talker. A voice like that could be put to better uses on the radio.

Baritone Clyde Barrie scored in two numbers, "Hills of Home" and "The Lost Chord," on last Sunday's "Heinz Magazine of the Air" over CBS. Mark Warnow's handling of the musical background was spirited —and incidentally, Warnow is becoming quite a fancier for the waltz.

Smith and Dale knocked out a batch of laughs on George Jessel's program over Mutual last Sunday evening. They ought to be heard more often on the air. George Moran, surviving member of the famous Moran and Mack team, did some crossfire with Jessel but the ancient material handicapped them.

BOAKE CARTER

General Foods Corp.
WABC-CBS, Monday through Friday, 6:30-6:45 p.m.
Benton & Bowles Inc.

POINTED COMMENTATOR FOLLOWS HIS FAMILIAR VEIN UNDER NEW SPONSOR.

Switching from Philco to General Foods in behalf of Huskies and Post Toasties, Boake Carter continues in about the same groove that has characterized his broadcasts in the past. If anything, he was less militant in his initial program yesterday for the new boss.

Having taken a week's vacation between jobs, Carter started off by a brief personal note, then a summing up of events of the last several days, particularly Anthony Eden's resignation, foreign alliances, spies arrested in the U. S., etc.

Perhaps Carter was just warming up and will get hotter in his comments as he goes along. As before, he slips in the commercial matter at propitious intervals, a policy that is preferred by many listeners because it does away with the interruption occasioned when an announcer butts in.

"Hawaii Calls"

Program originating in the studios of KGMB, Honolulu, and fed to the Mutual network via short-wave to 'Frisco, returned to the airwaves Sunday, 9-9:30 p.m. EST, and delivered some interesting facts from the station manager and emcee of KGMB mixed with singing from various choral groups and Hawaiian instrumentalists. The latter were rather disappointing compared with the Americanized Hawaiian bands heard locally. Show will dedicate itself to something each week. Next week is Empire State-New York dedication.

Anti-Liquor Measures In hands of Committee

Washington Bureau, RADIO DAILY

Washington—Companion measures introduced by Senator Edwin C. Johnson of Colorado and Representative Francis D. Culkin of New York, seeking to amend the Communications Act of 1934 to prohibit advertising alcoholic beverages by radio, have been referred to the committee on interstate commerce.

WOPI Signs Three for Year

Bristol, Tenn.-Va.—Three one-year contracts, all calling for three shots weekly, were signed last week by WOPI. Accounts are Home Federal Savings & Loan Ass'n, Johnson City; H. P. King Co. Dep't Store and Collins Co., Bristol.

Manager W. A. Wilson of WOPI also announces that Advertising Associates, Atlanta, has been appointed southern representatives for the station.

MILWAUKEE

Both WTMJ and WISN have scheduled programs on income tax filing. WTMJ's is titled "Income Tax Clinic", while WISN is offering "How to Prepare Your Income Tax Return."

Because of the wave of protests here against double-feature movie shows, WTMJ is holding sidewalk forums to get reactions from moviegoers. George Comte is at the mike.

WISN's engineers are not the smileless and silent type. They smile and are able to speak as well. Since first of the year, four of them have given 12 talks before outside organizations. Those who have spoken are A. E. Ericson, W. P. Gainer, N. J. Richard and D. A. Weller.

WHK-WCLE, Cleveland

"Washington and You," a series of discussions by Senators and Representatives from the nation's capital will begin March 5 on WHK, featuring as the first speaker Anthony A. Flager, Representative from the Cleveland area. Others to talk on future programs include Senator Robert J. Bulkley, Representatives Martin L. Sweeney and Robert Crosser.

With the successful conclusion of the Intercollegiate Quiz Bee contests, WHK and Royal Furniture Co. launched a series of Inter High School Question and Answer tests on Friday. Quizzes are conducted by Gene LaValle of the WHK-WCLE staff.

Ranger Jimmy Denning's Adventures, transcribed series, begins on WCLE Saturday at 10:45. Contract is signed for one year. Friedman Shelby Shoe Co. is the sponsor, advertising Red Goose Shoes.

Stanley Altschuler, WHK - WCLE nationality program director, presents "Around the Gypsy Campfire," as the concluding show in the "Tales of Vienna" series on WHK Sunday at 8.

Jackobson on "Valiant Lady"

Chicago—Ed Smith, radio director of General Mills, has picked Lou Jackobson, WGN production director, to direct "Valiant Lady" featuring Joan Blaine and Francis X. Bushman when it bows in on CBS as part of the Gold Medal hour March 7. Show is written by Sandra Michael, wife of Ed Giebisch, executive of Cramer-Krasselt agency, Milwaukee.

Doggy

St. Louis — When the swank St. Louis Kennel Club stages its two-day show in the huge Municipal Auditorium, WEW will have exclusive broadcasting rights. Dr. LeGear Medicine Co. will sponsor the broadcasts from the auditorium.

REEVES
SOUND STUDIOS, Inc.
Complete Transcription and Film Service
1600 Broadway, N. Y. C., Circle 6-6686

Studying Pan-American Frequencies

Washington Bureau, RADIO DAILY

Washington—Regarded primarily as a step toward counteracting foreign radio propaganda, a group appointed by President Roosevelt and headed by Frank R. McNinch, FCC chairman, is making a study of the international broadcasting situation, with particular stress on problems presented by recent FCC approval of Pan-American frequencies to World Wide Broadcasting Corp. and General Electric Co. Also on the committee are Attorney General Cummins, Harvey B. Otterman and George H. Butler of the Dept. of State, Roy North of the postmaster general's staff, Commissioner of Education John W. Studebaker, President Warren Lee Pierson of the Export-Import Bank and others.

LINCOLN

Lyle DeMoss, program director of KFAB, leaves today for his new post as production manager of WOW, Omaha.

Bill Dietz, recently taken on the sales force, just signed the Lincoln Theaters Corp. (five theaters) for five minutes daily for a year.

WGAR, Cleveland

NBC has originated a new Sunday morning feature, "Songs of Prague." It is non-commercial and consists of recordings of famous Czech artists and orchestras.

The newly-wedded Jack Paar was presented with an electric toaster as a surprise from the staff.

When WGAR fed Al Pearce's "Watch The Fun Go By" to CBS last week from the ballroom of the Allerton Hotel, Mary Birney of the Guild Players was selected after extensive audition to play the role of housewife to Pearce's Elmer Blurt characterization.

Julius Glass, who has produced WGAR's High School Declamation Contest for the past two years, was in Chicago last week conferring with Estelle Hunter of the Better Speech Institute.

In a promotional tie-up with National Used Car Exchange Week, WGAR will present Thursday night a half-hour program featuring Walberg Brown's Orchestra, Carol Page, vocalist, and a talk by Judge Lee Skeel, head of the Cleveland Safety Council.

KGVO, Missoula, Mont.

A. J. Mosby, manager, left Saturday for Seattle to attend yesterday's meeting of broadcasters of District 15.

Margaret Small replaces Helen Heidl on "Around the Fireside".

Lee Nash, director of News Services, is scheduled for a new interview series called "People in the News".

Bill Marcus has joined the "Dude Ranch" cast.

Co-operates on Finger-prints

Washington Bureau, RADIO DAILY

Washington—Director of the Federal Bureau of Investigation J. Edgar Hoover announces his co-operation with the proposed endeavors of the International Ass'n for Identification's campaign to persuade all those connected with radio to submit their finger-prints to Washington for permanent identification.

SAN ANTONIO

Joe Hill, recently back from the coast, is airing his ork over KONO.

KABC is remoting wrestling matches from Walkathon Arena with Guy Savage and Charlie Belfi at the mike.

Grace Moore is booked for Municipal Auditorium on March 14.

Steve Wilhelm's "Hayloft" music hall is now open twice weekly with a remote via KTSA.

KVOR, Colorado Springs

Paul Hughes, KVOR newsman, handling commentary on "Way Back When"—a Sunday half-hour commercial—and doing a three-a-week morning stint called "Rime and Reason." Poetry read over organ background is Hughes' own.

Colorado Springs Fine Arts Center program is a regular feature on KVOR. Harold Ray Jackson of the center introduces guests of the program series and tells of interesting happenings.

Professor James Duncan, novelist and music teacher, conducting a weekly 15-minute program for shutins. Professor Duncan has long been interested in the tuberculosis sanitoriums in Colorado Springs and vicinity and uses poems and articles written by convalescents.

Colorado Springs Rotary Club is giving a 15 minute program each Tuesday night, headed by Vance Graham, head of voice-department of Alexander Film Co.

Mrs. Annie E. Gray, long identified with the women's movement toward world peace, formerly heard on major networks and WOR, is conducting a weekly program on KVOR.

WIBW, Topeka

Hilton Hodges, announcer and continuity staffman, is laid up for a couple of weeks by illness.

"Sundown Plantation", featuring minstrel continuity, made its debut last Friday and won instant approval. Telephone calls started pouring in right after the broadcast. Billy Baucom and Col. Alex Zander Combs are featured. Maudie Shreffler, music director, is producing the show.

When Jan Garber's ork played a dance at Topeka Masonic Temple recently, Engineer Karl Troeglen set up remote equipment and Art Holbrook acted as emcee for a broadcast over WIBW. Glen Gray will be similarly handled on March 24.

OKLAHOMA CITY

New "23 Skidoo" program on KOMA has locale of old-time barroom, singing Gay 90's songs. Staff orch and different singing talent each week.

John Stratton, KOMA engineer, back on job after auto accident.

Hal Scher, WKY assistant program director and artists bureau director, on business trip to Wichita.

Allan Clark and his WKY orch set for appearance at Midwest Theater.

Bell Lumber Co. sponsoring Pinto Pete and His Ranch Boys on KGFF, Shawnee.

Oklahoma Chiropody Ass'n taking 15 minute programs on KCRC, Enid.

WWJ, Detroit

The Sophis-to-Cats, station's swing band, feel complimented that Georgie Stoll's swing choristers on CBS have adopted the very similar name of Sophisti-Cats.

"Causes of Crime," Monday night program dealing with juvenile delinquency, was highly recommended by Dr. Lowell J. Carr, professor of sociology at U. of Mich. in last issue of Michigan Guild Guidance Institute's monthly publication.

William Seabrook, author and explorer, was interviewed the other night over WWJ by George Stark, Detroit News feature writer.

KVOD, Denver

Nelson MacIninch, sports commentator, is having excellent success with his weekly sports review featuring stories of every known sport in exciting briefs, spicy interviews and a dash of humor. No trouble keeping show sponsored.

Station's 320-foot radiator, with the only flashing beacon in Denver, attracting much local attention.



KSL, Salt Lake City

Dan Frewin, staff trumpeter, marries Ann Reid the week of April 24—if Dan can find time out between broadcasts and rehearsals to tie the knot.

Snow storms barring air travel proved no obstacle to Earl J. Glade, KSL's managing director, who recently attended the Washington NAB meeting and visited various other cities. Flying from Salt Lake to Omaha, thence by train to Chicago, by plane non-stop to New York in near record time, by plane to Washington. The return was even better. From Washington to New York to Cleveland and Chicago by plane. To Omaha by Streamliner, and Omaha to Salt Lake by plane was the means by which Glade spent seven days away from his desk.

Shirl Thayne, staff drummer, is building a new home . . . Earl Kevitch, violinist, is noveltying around with a new electric violin . . . Reed Tanner composed a theme opening for "Prescriptions in Rhythm" six minutes before the program was aired.

Beth Whitney, former KSL artist, now of KPO and KSFO, recent visitor.

WMFJ, Daytona Beach, Fla.

New program titles recently originated by Ed Sims include "Three Men on a Mike", evening news and comment by three announcers; "Welcome, Stranger", extending the glad hand to newcomers to Daytona Beach, and "News and Views - Breakfast Table Reporters", morning news and comment by three announcers.

Recent visit of James Melton for a concert appearance was occasion for a "James Melton Day", this being his home town. He was met by Mayor Frank Couch and a special brass band and interviewed on the air by Ed Sims along with his first music teacher, Marguerite Porter.

KTMS, Santa Barbara, Cal.

Federal Symphony Orchestra of Santa Barbara, under direction of Raymond Eldred, has started a series, giving local listeners a chance to hear their own symphony orchestra on the air.

William Randol of station staff directs fortnightly dramatic skits put on by Boy Scouts group. Scout band offers a concert every other Monday.

Chamber of Commerce is airing a Friday evening program of "Notes from the American Riviera".

ONE MINUTE INTERVIEW

RUDY VALLEE

"A showman is nothing more than a good human guinea pig, a common denominator. I expose myself to music like others expose themselves to food and clothing. I feel that what enthuses me will also enthuse others."

☆ Coast-to-Coast ☆

ALICE CORNETT, whose option recently was taken up for the second time on the Coca-Cola "Song Shop," will hereafter be spotted throughout the show with songs and comic banter. Girl makes good.

The Prairie Homesteaders, cowboy quartet formerly at WLS, Chicago, have joined the Ches Davis stage unit, "Chicago Follies," playing through Chicago.

Mr. and Mrs. Arthur Bergstrom (she was Millie Brunelle) received a silver service and a set of dishes as wedding presents from their associates at WSPR, Springfield, Mass.

Al Barrie's "Mellydrammers" broadcast over WMCA tomorrow, "Bertha the Sewing Machine Girl or How She Kept Herself in Stitches," will be a special broadcast aired at 9:30 p.m. Thereafter the series will be heard Tuesdays at 9:15 p.m.

Charles Sabin is the author of "Delightful Dishonor," which the Wayfarer's Civic Theater is playing beginning tomorrow night in San Francisco.

Bob Stuart, a newcomer to WRJN, Racine, Wis., is the singing emcee on "Community Sing," new series heard over the station each Wednesday night.

Recently-opened Timberline Lodge on the slopes of Mount Hood, 55 miles from Portland, Ore., a massive structure built by the Works Progress Administration and dedicated last fall by President Roosevelt, was the setting for a Washington Birthday broadcast over KOIN. With flames crackling in the lobby's three hearths and 14 feet of snow outside, Marshall N. Dana, associate editor of the Oregon Daily Journal, among a group of notables, gave a graphic word picture of the resort. Music was furnished by the WPA string orchestra, with Johnnie Walker, KOIN production manager, announcing.

Allen Prescott, "The Wifesaver," has just had a book published by the Blue Ribbon Book Co. The book contains numerous household hints written in the same humorous style Prescott uses on his radio programs.

Hal Thompson, sports and news announcer for WFAA, Dallas, was principal speaker at annual banquet of Press Club of Texas Wesleyan College in Fort Worth last week.

WFBL, Syracuse

Seven new shows which were sent on their way by George Perkins, program director, have gone over the top. All capitalize the versatility of Dick Mulliner and Studio orch., also utilizing acting talent available. Shows are: "Top O' the Morning", wild music and informal horseplay emceed by Geo. Reid; "This and That", evening show with fine music; "Memory Lane", with Jack Curran tenorizing; "Gypsiana"; "Jack Buckland Serenading"; "Swing Matinee", and Jack O'Neil's "Minute Miniatures".

Tops for unusual feature is "Minute Miniatures". Show has comedy blackouts, dramatized commercials and a one-minute hair-raising serial — all with musical support.

Bud Squires, "Street-Quizzer" and also news editor, is busy man. Personal appearances for his popular question and answer show drew six workouts in 12 days. Top attendance was 350 at Altmar, N. Y., where Church social was wowed.

KFJZ, Fort Worth

Marshall Pope, formerly program director at KTAT and more recently announcer at WFAA, Dallas, is now on the KFJZ announcing staff.

KFJZ, which now has offices and studios in Trinity Life Bldg., has leased space in the annex section of Texas Electric Service Co. Bldg., and reports are that studios will be moved to that location in 90 days.

KOAM, Pittsburg, Kan.

Bruce Robertson, announcer-vocalist, formerly at WJJD and WIND, is the latest staff addition.

Merwyn Love is author and chief character in a new week-day show, "Marvel Hotel", which reaches down into the Ozark country for its leading characterization. The "Hotel" is equipped with bathtub on every floor (there's one floor), and running water within a half mile (when the creek isn't dry).

Amateur hour contests may be waning in some other places, but KOAM's new show for tyros is going strong and building by the week.

A recent murder across the street from station gave KOAM a scoop the other day. Two members of program staff were eye-witnesses to the shooting. Within five minutes, a flash was on the air, followed by a 15-minute presentation and a first-hand report on the killer's confession at police headquarters.

KSO, Des Moines

Orville Foster, musical director of Iowa Network, has a new prodigy in 14-year-old Francis Van Horne, violinist, whom he is featuring on Sunday mornings over KSO.

First world-wide broadcast ever originated by KSO was the recent National Farm Institute broadcast, fed to Mutual and short-waved via W1XAL, Boston.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. HIGH FIDELITY FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. Louis E. Dean
Campbell-Ewald Co. of N. Y., Inc.
1790 Broadway, N. Y. C.

Dear Mr. Dean:

"Gold is where you find it." In Radio you find it in superior programs. Any successful advertising agency is well aware of this fact—and the time billings of the major networks for 1937 prove that Campbell-Ewald rates as one of them.

With such an outstanding record of achievements in radio entertainment you cannot afford to take chances with recordings of unknown quality, especially when the most modern studios in the east, together with expert engineers are available.

We should be delighted to have you make a personal visit to our studios, or if you prefer, a sample recording will be delivered to your office. A telephone call will arrange it.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 42 NEW YORK, N. Y., WEDNESDAY, MARCH 2, 1938 FIVE CENTS

Redrafting Disk License

CIO RADIO CAMPAIGN NOW READY TO BEGIN

Announcement of radio activities being launched over the weekend by the AFL has aroused considerable excitement among labor factions with rival organizations set to begin a concentrated drive via radio immediately. CIO, which has been using radio in various parts of the country locally, is now in a position to enter the radio field on a big scale for the first time. Should their demands for time, either on a sustaining or spon-

(Continued on Page 3)

Inter-Home Radio Device Is New Zenith Product

Chicago—While Zenith Radio officials refuse to confirm, it has been learned that new device which firm will announce March 13 on CBS and on which $500,000 will be spent for

(Continued on Page 2)

Benton & Bowles-Chicago Gets Halo, Vel Accounts

Chicago—Benton & Bowles-Chicago has been named advertising counsel for Colgate - Palmolive - Peet's Halo, soapless shampoo, and Vel, soapless suede for fine fabrics, effective April 1. N. W. Ayer has had the accounts. Halo now has a spot campaign in Cleveland. Advertising plans for the two products are not completed, but will probably include radio.

Co-Managers for WAAW

Omaha—Walter Myers and Frank Shopen have been named co-managers of station WAAW, owned by Omaha Grain Exchange. Frank Manchester, grain exchange secretary,

(Continued on Page 2)

Name WAS Mudd

Richmond — Warde Adams, on his WRVA street interview the other day, asked a young man his name, and the reply was: "Mudd." Whereupon Adams cracked, "So your name is Mudd?" The young man said he was a grandson of the physician who treated John Wilkes Booth, suffering from a broken leg, after the shooting of Lincoln.

Courageous

Detroit — In this automobile capitol of the world, WWJ broadcast a horse auction the other night.

What's more remarkable, there were no squawks—not even from the Chamber of Commerce.

DR. OTHO FULTON DEAD; PIONEER IN FACSIMILE

Dr. Otho Fulton, pioneer inventor of facsimile transmission and head of Fultograph Inc., died of a heart attack late Monday night at his home, 194 Riverside Drive. He was 70 years old.

Dr. Fulton was born in Hull, England, graduated from Heidelberg and Cambridge Universities and held various degrees in science. He was a Captain in the British army and served in the Boer War as well as

(Continued on Page 3)

CBS West Coast Division Adds to Commercial List

San Francisco — In addition to signing Bayuk Cigars Inc. for "California Sports Review," featuring Sam Balter, thrice weekly on KNX-KSFO, through McKee, Albright & Ivey Inc., Philadelphia, the CBS west coast division yesterday extended Euclid Candy Co.'s "Headlines on Parade," with Knox Manning, from the California net (KNX-KSFO) to the Pacific Net (KNX, KSFO, KOIN, KIRO, KVI and KFPY). Sidney Garfinkel Adv. Agency, S. F., placed latter business.

Rit Products ET Spots For Southern Stations

Chicago — RCA Transcriptions is cutting one-minute daily announcements for 13 weeks to be placed by Rit Products (dyes) on 10 southern stations (WAPI, WSB, WFAA, WBAP, KPRC, WMC, WSM, WWL, WOAI and KEKH). Earle Ludgin Inc. is the agency.

John Blair Signs WIBX

Utica, N. Y.—John Blair & Co., station rep, has taken over WIBX here. On March 25 the deal becomes effective in Chicago and other parts of the country.

AFM Counsel Advises Plainly Written Clauses to Avoid Legal Kickbacks —Loucks to Meet Exec. Board

Executive Board of AFM held an all day session yesterday, taken up with the matter of licenses for electrical transcription and phonograph record manufacturers. On advice of AFM counsel and legislative representative Samuel G. Ansell of Washington, the disk license language will be entirely rewritten so that each clause will plainly state its import. This was unanimously agreed upon in order to avoid future legal entanglements. Only real change may

(Continued on Page 3)

TEXACO BACK IN FALL, BUT NOTHING SET YET

Texaco will be back on the air next fall with a new show, but nothing will be done about either talent or time for at least two months, according to Louis A. Witten of The Buchanan Co., handling the account. Witten stated that absolutely no commitments have been made in regard to either time or talent.

Golden Glove Sponsorship Hailed as WHO Promotion

Des Moines — Sponsorship of the 1938 Golden Gloves Tournament here by WHO, the first time in history that a radio station has backed such a tourney and is sending a team to the Chicago meet, was an all-around success, according to a summing up by the station. It was the first local Golden Gloves tournament and attracted the largest entry list for an initial tournament in Golden Gloves history.

The finals here played to more than 5,000 persons, biggest turnout ever assembled in Shrine Auditorium, while 1,000 more were turned away, and it is said to be the first time an initial Gloves contest broke even or showed a profit. There were 209

(Continued on Page 3)

George Allen Resigns From J. Stirling Getchell

George Allen of the radio department of J. Stirling Getchell has resigned effective March 15. He has handled the Socony-Vacuum Oil Co., Plymouth and De Soto programs.

Cleaning Pad Test

Chicago — Associated Distributors has started a test on WMBD for Tattoo cleaning pad to remove makeup. One-minute discs, cut by Columbia Transcription Service here, are being used. If test is successful, other markets will be used, according to Frank L. Engel, v.p. of Phelps-Engel-Phelps agency.

AMERICAN STOVE SERIES PRESENTS MOVIE EDITOR

American Stove Co. has signed Delight Evans, editor of Screenland Magazine, for a 13-week initial series titled "Food Secrets of the Hollywood Stars". Among stations already lined up are WSB, Atlanta; WTAM, Cleveland; KFI, Los Angeles; WCAU, Philadelphia; KDKA, Pittsburgh; KOIN, Portland, Ore.; KMOX, St. Louis; KGO, San Francisco, and KOMO, Seattle. Batten, Barton, Durstine & Osborn is the agency.

Auto Leaders in Sendoff For Used Car Campaign

Edsel Ford of Ford Motors, W. S. Knudsen of General Motors and K. T. Keller of Chrysler Corp. will use radio for a special broadcast over CBS at 10:15-10:30 p.m. tomorrow preliminary to the Used Car spot announcement campaign.

Karloff's 5 Frights

Chicago — Boris Karloff, the screen's horror role specialist, has been signed for five performances in "Lights Out", NBC midnight fright serial. Arch Oboler, who does scripts, met Karloff at a party in Hollywood recently and induced him to appear in the show while taking a vacation from films. G. P. Hughes is producer of the dramatic series.

RADIO DAILY

Vol. 3, No. 42 Wed., Mar. 2, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tues., Mar. 1)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137½	136¼	137½	+ ½
CBS A	19	18¾	18¾	— ¼
Crosley Radio	9	9	9	....
Gen. Electric	41¼	40½	40½	+ ⅜
RCA Common	6⅞	6⅝	6⅞	....
RCA First Pfd.	52	51	52	+ ¼
Stewart Warner	9⅞	9¾	9⅞	....
Westinghouse	98⅜	95½	96⅝	+ ⅜
Zenith Radio	16⅝	15⅞	16⅜	....

NEW YORK CURB EXCHANGE

Majestic	1	1	1	....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

Buffalo Agency Placing Blue Dew 1-Minute Spots

Buffalo—Ellis Advertising Co. here has completed a series of one-minute recorded dramatic spots for Blue Dew Co., Rochester, N. Y., and time for placing is being selected. Campaign starts in a few days.

ETs produced by Ellis' Canadian office in Toronto for Canada Balsam Products Co. have been placed on two Toronto stations as a test campaign.

Test Series on WPEN

Philadelphia — Series of four 30-minute test programs have been contracted for on WPEN by Goldenberg's Peanut Chews. First show will be heard Sat. March 5, at 4 p.m. Program will be a variety show with Angelo Pelange acting as emcee, others being Joe Francis and his orchestra; Peggy Moran, contralto; James Carrol, tenor and the Del Roc Sisters, vocal trio. J. M. Corn Agency Inc. handles the account.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

☆ Programs That Have Made History ☆

KSL's Radio Playhouse

PIONEER in the field of radio dramatics is KSL's Radio Playhouse, which recently passed its 250th consecutive weekly performance. Originally sustained by KSL, the Players' weekly half hours have become institutional with Western Radio. Since inception of presentation, Louise Hill Howe has supervised production and direction.

Playhouse sponsors during the five years have been Logan Garment Co. (longest time user) Mar-O-Oil Products and Z.C.M.I. Radio Dept. Garment Co. concedes that present day position is due greatly to the Playhouse program. In the last audience breakdown the Logan Garment received over 60,000 replies in response to Playhouse survey. Responses blanket western United States, five Canadian provinces, and foreign countries.

In using the Players recently, Mar-O-Oil departed from rigid policy of using only NBC network jobs. The Hair Oil firm's use of KSL was its only local station program.

Over 75 per cent of the Players' dramatic material during the past five years emanated from the prolific pen of Gladys Wagstaff Pinney. Many of the original and adapted plays have been syndicated nationally. During the period of its run, the Playhouse has projected such names as Joe Kearns (CBS artist), Leora Thatcher (Lux player), Malcolm Meacham ("Catherine the Great" series), Leonard Strong (11-year stock record), Louise Hill Howe and Gordon Owen (KYA producer). Musical scoring is done by Gene Halliday. Fred Taylor Jr. is in charge of effects. The Radio Playhouse is KSL's strongest audience pull and most popular local production of the 50,000-watt CBS affiliate in Salt Lake City.

WTAL's "Music Memories"

SINCE making its debut on Oct. 7, 1935, the "Music Memories" program at WTAL, Tallahassee, Fla., has been consistently on the air. It is sponsored by a well-known local grocery concern on a twice-weekly basis, and its mail pull of some 10,000 letters is considered pretty good for a 250-watt station in that territory.

Richard Kingston, station director, conducts the program. Lillian Kalil, staff pianist, handles the music. Old and new songs are used, with three grocery prizes given away each week, and winners must send in absolutely correct answers.

Name of the piece played is not given. All listeners get is a hint or two. Winners must call at the grocery store in person for their prizes —that's the merchandising idea.

Racetrack Broadcasts Figure in Albany Bill

Albany—A bill in the State Senate to prohibit publication or public announcement of lottery winners was overwhelmingly defeated by a vote of 35 to 7 yesterday. Although FCC regulations prohibit any matter pertaining to lotteries, State Senators yesterday expressed the hope that legalization of State lotteries in New York will soon be passed, thereby automatically bringing radio into the picture. Broadcasting agencies can be utilized to air actual running of the races, a technicality which is overlooked in the FCC law. In case the lottery is legalized, there is every possibility that a major event at either Saratoga or Belmont Park will be used. Both parks now have permanent wires and featured races are aired during their regular meets.

Demands Closing of WNYC

Charging that the station is being used for spreading Communist propaganda, Councilman Charles Keegan yesterday introduced a bill demanding the scrapping of WNYC, municipally owned and operated station. Keegan presented a copy of a radio speech delivered last Sunday in support of his claims.

Inter-Home Radio Device Is New Zenith Product

(Continued from Page 1)

advertising and promotion, is a portable intercommunication system for the home called a "radio nurse". It employs principle of wired radio, using home power and lighting circuit for power and transmission of voice. Unit will sell for about $35.

Co-Managers for WAAW

(Continued from Page 1)

has been manager the past few years. Myers is station's chief engineer and has been with the company 13 years. Shopen, with 10 years radio experience, has been with WAAW three years.

Hear Jimmy Dale's greatest hot dance
A WEE BUNCH OF SHAMROCKS
A modern Irish ballad
ROY MUSIC CO. Inc.
1619 BROADWAY, NEW YORK, N.Y.

COMING and GOING

LLOYD YODER, manager of KGO and KPO, the NBC outlets in San Francisco, has returned west.

HERBERT R. EBENSTEIN, president of Atlas Radio Corp., is due back in New York from the Coast in the next day or so.

WM. SILBERBERG of WJEJ, Hagerstown, Md., is in New York for a few days on business.

HERB MORRISON, WOR announcer, has left for South Bend, Ind., where he will address the journalism class of Notre Dame University on the coverage of special feature events.

RAY LYON of the WOR recording division is in Atlantic City attending the convention of the Department of Superintendence, National Education Ass'n.

MARY MARGARET McBRIDE leaves for Washington on Friday to attend the Women's Press Club dinner following day.

E. P. H. JAMES leaves for Cincinnati today to address the local Advertising Club tomorrow.

BOBBY BREEN and sister will arrive in New York on Friday to make appearances with Eddie Cantor. Breen is in Buffalo now making personal appearances and airing over WBEN.

ARTHUR MILLER, CBS announcer, returned yesterday from 12-day trip to Puerto Rico.

VINA BOVY, Metropolitan Opera singer, arrives today aboard the Normandie from Europe.

Ban Courtroom Broadcasts

Trenton—State senate by a vote of 11 to 6 has passed a bill prohibiting broadcasting or filming of courtroom scenes.



Redrafting Disk License To Avoid Legal Kickbacks

(Continued from Page 1)

apply to Clause 7, pertaining to the license terminating when either party so desires. This will be made to read in specified terms. In substance there will be no deviation from the license agreement as it was submitted to the disk manufacturers in sample copy form.

According to President Jos. N. Weber, there is no special need of negotiations with the disk men beyond listening to their objections for changes which did not occur to the AFM. It is believed that at least 10 days will expire before a redrafted license is ready.

AFM Executive Board will take up the matter of the exchange of contracts with the IRNA after the disk matter is settled.

Loucks Meeting AFM

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, has notified Weber that he is desirous of addressing the AFM Executive Board, with the result that the musicians union may hear Loucks today or tomorrow.

Loucks asked the AFM not to rush into any drastic moves in regard to the small stations not yet in the fold.

NAB recently informed members that independent outlets could not make deals with locals since it was a national matter and would have to be worked out first with the Executive Board. However, any stations wishing the NAB to act in its behalf would be accommodated.

Golden Glove Sponsorship Hailed as WHO Promotion

(Continued from Page 1)

bouts, with entrants from 125 towns in 12 states and Canada.

Aside from stimulated interest in athletics, the event was a great promotion and good-will builder for WHO. Letters of high commendation came from high sources during and after the tournament. Bill Brown, WHO sports editor, directed the tournament.

Harold Fair, WHO program director, accompanied by Leo J. Lucier of the A.A.U., left for Chicago after the finals to complete arrangements for WHO's sponsorship of another tournament in 1939.

WLS Staff Shifts

Chicago—Al Boyd, production director at WLS, has joined the sales staff; Charles Ostler, assistant production man, has been made a full producer, and Harold Azine, assistant to Julian Bentley, newscaster, has been made junior production man handling sound effects.



NEW PROGRAMS—IDEAS

"Musical Book Reviews"

Dramatic adaptations or discussions of significant literary works, presented with musical background, is a new one over WIS, Columbia, S. C., airing under title "Musical Book Reviews." Scripts are handled by Mrs. J. R. Hawkins of the U. of South Carolina English department. Some works lend themselves readily to dramatization—others are presented in discussion form, featuring dialogue between a teacher and students. Latter also have regular roles in dramatic presentations of the show, and provide musical background in keeping with spirit of each program. Four hundred high schools and book clubs through State have been notified of the broadcasts and response is good.

"Sidewalk Sign-off"

Final 15-min. spot on KOAM, Pittsburg, Kan., is devoted to curbstone chatter, spotting interviews with passers-by at busiest city corner on programs of the day and week. Three announcers rotate in handling the stunt, which airs under title of "Sidewalk Sign-off." Idea came from Program Director Merwyn Love, copyright owner.

"Streamlined News"

Logged as "Streamlined News," twice-daily ten-minute news period over WFIL, Philadelphia, is departmentalized, with news items grouped under such headings as Front Page, Sport Roundup, Stock Market, Around Town, and Women's Corner. Each item is limited to thirty words. Idea came as result of survey in which Philadelphians in all walks of life were asked to state their views on news broadcasting, manager Donald Withycomb reports. The periods are under supervision of Joe Connelly.

Relief Activities

New series, airing relief activities as taken from case records of the Catholic Charities, bows in Saturday over WMCA, New York, with guest newspaperwomen telling how they would handle each story, from a city-room angle. Title is "How I'd Write This Story."

Dr. Otho Fulton Dead; Pioneer in Facsimile

(Continued from Page 1)

in the intelligence division during the World War. He was connected with several royal families in England, particularly in Roumanian branches.

Coming to New York eight years ago, Dr. Fulton obtained the collaboration of Dr. Alfred N. Goldsmith in the perfection of the Fultograph facsimile invention, which had just been brought to the point of commercialization after 25 years of effort when Dr. Fulton passed away.

Among Dr. Fulton's close friends were Dr. Lee De Forest, the phonofilm inventor; Franz Lehar, composer, and Lord Baden-Powell, founder of the Boy Scout movement. Dr. Fulton was the third to be made a boy scout.

The body was taken yesterday to Campbell's Funeral Church, pending word from his family abroad, where three sons and a daughter survive.

Death of Dr. Fulton will not interfere with activities and development of Fultograph, according to John Parkerson, executive of the firm, although some reorganization will probably follow.

Fultograph was the first to broadcast pictures and newspaper text, making a transmission from England to Australia, a distance of 10,000 miles, back in 1929, while the year previous, on June 20, 1928, Fultograph made the first wireless broadcast of pictures between Vienna and London.

Sylvia Froos for Loew's State

Sylvia Froos, singer, has been booked into Loew's State for one week beginning March 3. Henry Frankel, WOR artist bureau, handled the deal.

Prof. Quiz to Celebrate

Professor Quiz will celebrate first year under sponsorship of Nash-Kelvinator on March 6. Only change in the year was the addition of Bob Trout, who replaced Arthur Godfrey.

CIO Radio Campaign Now Ready to Begin

(Continued from Page 1)

sored basis, be rejected by stations carrying AFL transcribed shows, group will be able to appeal to FCC.

The CIO, which has contemplated radio for the past year, has attempted to start a national drive more than once, but refusal of local or national outlets as a whole to sell or grant time to any labor group has defeated the attempts. Just what new plans have been formulated within the past few weeks are as yet unannounced, but organization has definitely stated that the long expected drive will now get under way. Attempts to purchase time will be on a yearly basis, and disks will probably be used.

Another NBC Sport Event Is Turned Over to Mutual

NBC has again given Mutual first crack at an exclusive track meet due to inability to carry it because of the Toscanini-NBC Symphony commitment. WOR-Mutual will air the IC4A track meet from Madison Square Garden on Saturday, 9:30-10:15 p.m., with Dave Driscoll behind the mike.

Edward Arnold's Brother on Air

Chicago — Charlie Arnold, brother of Edward Arnold, the film star, is trying for a radio career and has been cast by Director L. Barnhart in S. C. Johnson's "Attorney-at-Law," with Jim Ameche.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made... ...where retailer meets customer .... that's why a retailer is judge and jury of advertising results .. .. retailers in Michigan's eight major markets prefer, by actual experience, the....



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

ED WEISS, vice-president of McDougall & Weiss, Chicago and New York agency, is honeymooning in Florida with Ruth Wing, former advertising agency girl.

DON FORKER, formerly with Lord & Thomas and Union Oil, has joined the M. H. Hackett advertising agency as account executive. Forker was active in the "Hit Parade" and "Magic Key" productions while with Lord & Thomas, although not in the radio department.

HARRY A. COOPER, formerly with Bauer & Black, has joined copy department of Ruthrauff & Ryan, Chicago.

BLACKETT-SAMPLE-HUMMERT is readying a new one, "Land of Just Supposin'" supposedly scheduled to replace one of B-S-H's shows now on the air.

JACK LAEMMAR, assistant to George McGiveran, space buyer at Blackett-Sample-Hummert, has been appointed assistant to F. P. (Pete) Nelson, commercial radio director of the agency.

ELLIS ADVERTISING CO., with offices in Buffalo and a branch in Toronto, has received A. N. P. A. recognition.

WOR Educational Disks

WOR recording division is preparing series of educational disks for distribution in schools. The records, three of which are already complete and in use experimentally in several New Jersey schools, present the subject matter in dialog form, utilizing characters of teacher and "Uncle Henry." Fifteen records will comprise a set, and the series is expected to be ready for distribution by Sept. 15.

Miles Plans Vacation

Chicago—Miles Laboratories (Alka-Seltzer) plan to take spot business off air during summer months from May to September. "Comedy Stars of Broadway" and foreign language shows running on about 60 U. S. stations will fold. "Comedy Stars" will be maintained on a Canadian group. "National Barn Dance" and "Uncle Ezra" on NBC will be continued.

Texas Prison on WBAP

Fort Worth—Plans of WBAP to air a weekly half-hour sustainer by remote from the main unit of the Texas Prison System at Huntsville, Texas, has been okayed by the Texas State Prison Board, according to George Cranston, director of WBAP, who engineered the deal. Tentative plans call for series to begin March 8 at 8:30 p.m., with Governor James V. Allred among speakers.

STAR RADIO PROGRAMS INC.
250 PARK AVENUE NEW YORK CITY
FIRST AGAIN!
"Your Writing Reveals"
A series of 13 fifteen-minute scripts for one-man production. Included is the most comprehensive merchandising plan ever offered.
HAVE YOU SEEN THE SALES BROCHURE?

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **PERSONAL Postcards To: Bill (CBS) Lewis: Some time ago we pointed out here that a great fault in building sustaining artists was that their time on the net was being switched each week—so if Crooner Joe Doe did appeal to fans who'd want to listen again next week, he'd be spotted a different time or another day....Then artists were notified that they would be on permanent in certain spots. This was all right for a while, but now we notice that changes have again been made. It's like going to the movies, expecting to see Donald Duck, and finding a travelog instead!....Inasmuch as we're writing, this suggestion is also in order: There's a little singer over at Leon and Eddie's who used to be a vocalist in Freddy Martin's band. Her name's Mildred Fenton and from what we hear people say, she's a grand singer with plenty of originality....Mark Warnow: Your brother, Raymond Scott, rushed back to the coast to work in "Alexander's Ragtime Band"....Ray Sinatra: Your MBShow will go into Loew's State shortly....Tommy Dorsey: Your brother Jimmy is attracting a new type of audience to the New Yorker—the likes of which have never been seen there before!**

● ● ● *G-Man J. Edgar Hoover: The staff of WMFJ, Daytona Beach, Fla., recently presented Grady Cole, newscaster at WBT, Charlotte, with a miniature bullet-proof vest. Ed Sims conceived the idea after Cole was reported the near victim of an unbalanced war veteran's murderous inclinations....The vest was presented along with a letter from the "International Amalgamated and Protective Order of Radio Newscasters, Daytona Beach Local No. 1. ....Jack Major: Keith Webster, control room operator of WDBJ, Roanoke, Va., has given the proverbial fish story a new twist.... While on a recent trip to Florida, Keith took some candid camera shots of some fish. The picture he is boasting of shows a good sized fellow that Keith claims was about four feet long. At least the fish is not the one that got away—because the picture is supposed to be proof enough!*

● ● ● **Kate Smith: Advertisements in the N.Y. papers the other day on Henny Youngman's appearance at the Brooklyn Strand Theater stated he was "star of the Kate Smith Hour"....Paul Whiteman: A show called "Movie Memories" written by B. F. Kamsler, theatrical producer and Paramount talent scout, using guest stars and audience participation contests about Hollywood activities, will shortly debut with mistress of ceremonies being Margaret Livingstone—your wife!....John Royal: The other nite we heard Robert Coleman, drama critic for the N.Y. Daily Mirror do a spot on Stan Shaw's "Milkman's Matinee" as part of his paper's promotional campaign, and he seems to have a definite air personality—and something to say that would be of network interest....Benny Goodman: Al Pearce followed you into the Detroit theater and the first three days did $1,500 more than you—without swing or inciting a riot among the younger generation....Edgar Bergen: Snow White's Prince Charming hasn't had his option picked up!....Greta Garbo: Brother Robbins states that Richar (minus "d") Himber was inspired by your billing—and will drop his first name and be known as just plain "Himber" hereafter.**

● ● ● *Goodman Ace: Apropos of our story about your suntan lamp in Miami, comes word that Jim McGrath and Gordon Hittenmark, NBCasters in Washington, are NOT looking forward to the return of Jim (Mobey Dick) Moran from Frisco, where the latter has been hunting whale....Seems Moran promised the two before he left Wash. armed with a copy of "Moby Dick", an antique harpoon and ten cents that he would bring them several large hunks of blubber....As yet Moran hasn't harpooned the whale, but it is reported in press dispatches that Mayor Rossi of San Francisco has given Moran another whale—one that died a week ago on the rocks of Frisco Bay—so that he wouldn't go wild with that harpoon.*

GUEST-ING

HELEN MACK, BEVERLY ROBERTS and JUDITH BARRETT, with Tyrone Power in "Roads of Destiny," March 6 (NBC-Blue, 9 p.m.).

PHILIP DUEY, RAYMOND LUTZ and MARGARET CODD, semi-finalists on "Metropolitan Opera Auditions of the Air," March 6 (NBC-Blue, 5 p.m.).

SAMMY CAHN and SAUL CHAPLIN, composers of "B.M.B.D.S.," on "Ray Block's Varieties," March 3 (CBS, 3 p.m.).

GLENN ANDERS, interviewed by Frankie Basch, March 4 (WMCA, 3 p.m.).

VIVIENNE DIXON, on Nila Mack's "Let's Pretend," March 3 (CBS, 6 p.m.).

LOUISE PALMER, author-interior decorator, on "Everywoman's Hour," March 3 (WMCA, 11:15 a.m.).

EDWARD G. ROBINSON, ALLEN JENKINS and JANE BRYAN, in scenes from "A Slight Case of Murder", on "Hollywood Hotel", March 11 (CBS, 9 p.m.).

OSCAR SHAW, MARGARET DAUM and MERRILL LEE, "Hammerstein Music Hall", March 11 (CBS, 8 p.m.).

ROSE WILDER LANE, interviewed by Mary Margaret McBride, March 3 (CBS, 12 noon).

MADELEINE CARROLL, on Feg Murray-Ozzie Nelson show, March 6 (NBC-Blue, 7:30 p.m.).

ALEC TEMPLETON, on "National Barn Dance", March 12 (NBC-Blue, 9 p.m.).

ANDY DEVINE, on Al Jolson show, March 8 (CBS, 8:30 p.m.).

CHARLES BUTTERWORTH, on Jack Oakie show, March 8 (CBS, 9:30 p.m.).

BIDE DUDLEY, on Pat Barnes Show, March 5 (WOR-Mutual, 8 p.m.).

HELEN WESTLEY, interviewed by Radie Harris, tomorrow (WOR-Mutual, 6:45 p.m.).

WTOL Musical Director

Toledo — Harold McMorgan has been named musical director of WTOL, new local station.

UNIVERSAL
RIBBON MICROPHONES

An all-purpose microphone. Plug in and use. Unconditionally guaranteed.
MICROPHONE DIVISION
Universal Microphone Co., Ltd.
424 Warren Lane Inglewood, Calif.

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

Mar. 11: Southwest Broadcasting Co., Prescott, Ariz. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

W. P. Stuart, Prescott, Ariz. CP for new station. 1500 kc., 100 watts, unlimited.

Clark Standiford, L. S. Coburn & A. C. Sidner, Fremont, Neb. CP for new station. 1370 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Cumberland Broadcasting Co., Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime, be granted.

Odessa Broadcasting Co., Odessa, Tex. CP for new station. 1310 kc., 100 watts, daytime, be dismissed.

O. C. Burke, Dickinson, Tex. CP for new station. 1500 kc., 100 watts, unlimited, be dismissed.

APPLICATIONS RECEIVED

George B. Peeler, Taylor, Tex. CP for new station. 1310 kc., 100 watts, daytime.

KWBG, Hutchinson, Kan. Authority to transfer control of corp. from W. B. Greenwald to John P. Harris. 1026 shares stock.

Clipping Bureau of the Air

Audio - Scriptions Inc., which has three shifts of engineers working day and night to record every important broadcast here and abroad, now has a library of more than 20,000 voices and is adding from 75 to 100 to its files daily. The library is expected to be much used as time goes on, in tracing development of trends in music, world events, etc., as well as for specific talks or excerpts.

Vivienne Dixon in Concert

Vivienne Dixon, 16-year-old CBS singing actress, is preparing to give a private concert recital at the Hotel St. George in the near future. She also is rehearsing a role in the opera "Mignon" to be presented at the Master Institute.

Rampton Barlow Honored

Salt Lake City—Rampton Barlow, baritone heard over KSL on many of its biggest formal shows, has been chosen as the year's recipient of the American Students' Musical Award. Barlow has been granted one year's voice study at any musical conservatory in Germany. He leaves Sept. 1.

Klassen as Vick's Vocalist

Bernard Klassen, member of the chorus heard regularly on CBS Vick's "Open House", has been selected as male soloist on that series during the absence of Wilbur Evans, who is now on a concert tour. Klassen will sing opposite Jeanette MacDonald beginning Sunday.

JOSEF CHERNIAVSKY



"The Musical Cameraman"

Co-Musical Director of

WLW

WSAI

ORCHESTRAS - MUSIC

WHEN it comes to picking numbers for recording, and having them turn out best-sellers, Grace and Scotty are reported to be in a class by themselves. Several numbers recently picked by the NBC pair for recording under the Brunswick banner are said to have turned out to be unusually good movers. Incidentally, Grace and Scotty's mail indicates that NBC-Blue network program at 8:45 a.m. Tuesdays and Thursdays has listeners all the way to Australia. On their program yesterday morning they included a snappy rendition of the Whitney Blake number, "You're a Hit."

Rico Marcelli, former Chicago and San Francisco conductor, has established residence in New York and will soon start a network series. He also is to be associated with the New York World's Fair.

CRA deals: Harold Stern's contract at Hotel St. George, Brooklyn, has been extended another four weeks . . . Marvin Frederic and his ork have been held over at Syracuse Hotel, Syracuse, for another two weeks . . . Johnny Hamp and his crew set to open a month's run at Book-Cadillac Hotel, Detroit, March 9 . . . CRA cracked the Statler chain of hotels for the first time with placement of Jerry Salisbury's Three Noblemen, cocktail combination from International Casino, New York, to open March 7 at the Statler, Buffalo, for four weeks with options . . . Jimmy O'Brien and his Harmonica High Hats, formerly on "National Barn Dance" over NBC, go into Hotel Sir Francis Drake, San Francisco, on March 7.

Larry Clinton and his ork not only will play for the Yale prom on March 11 but also the Princeton prom on March 18.

Ken Sisson is inserting plenty of local color into his "Canada 1938" broadcasts. Featured number on his broadcast for Friday at 10 p.m. over the Canadian network is "My Manitoba Sweetheart." Tune was written by a Montreal songsmith.

Al Donahue closes his engagement at the Palm Beach Colony Club on March 12 and is booking a series of one night stands through the south to occupy his orchestra until they open another engagement at the Hotel Roosevelt in New Orleans on March 25. Durelle Alexander will appear with Donahue and the orchestra at all their engagements.

Carl Hoff, who left the Lucky Strike "Hit Parade" after his first appearance on his fifth series two weeks ago to make two weeks of vodvil with Al Pearce, returns to the cigaret series this Saturday night and will remain on it for eight weeks. Hoff continues as musical director for the Al Pearce Ford shows which return to New York this week.

WOV-WBIL Take Over Additional Floor Space

WOV and WBIL have taken over another complete floor in the WOV building in West 43rd St. Additional floor will be used to house the station's newly organized artist bureau and merchandising departments. Hyla Kiczales, general manager of IBC, has appointed Syd Leipzig head of the WOV artists bureau. Leipzig was formerly associated with Nick Kenny, radio editor of the Daily Mirror. Artists bureau will handle bookings for general theatrical engagements as well as radio.

W. F. Meyer's Personal Venture

Denver — Application of W. F. Meyer, manager of KLZ, for permit to operate a new station here on 1310 kc. is a personal venture and not linked with his present connection. Mountain Top Trans-Radio Corp. also seeks the same band for a new local station, and in addition KVEL and KVOD have applied for full time instead of sharing the 920 band.

Ohio Governor on 11 Stations

Columbus — Governor Martin L. Davey increased his statewide hookup to 11 stations for last Monday night's talk in which he replied to charges of corruption made before the Senate Investigation Committee.

Eddie Startz Arrives For U. S. Radio Study

Eddie Startz, chief announcer and studio manager of the short-wave stations PCJ and PHI, Hilversum, Holland, arrived in New York yesterday on a goodwill tour in company with S. W. Numann, an executive of the Philips organization which owns both stations. They will spend several weeks here studying American broadcast methods.

Startz is considered the most widely known announcer in the world, using seven or more languages in his broadcasts to all parts of the globe, ever since the Philips PHI station inaugurated world-wide short-wave broadcasts more than 10 years ago. Not only does Startz switch from one language to another but his ad lib style during his all night broadcasts has proven unusually successful.

"Jury" Judges Show

As part of a campaign pointing up the educational advantages of the transcribed series, "Ports of Call," arrangements have been made for a jury of school officials to judge the value of the production. "Preview" was to be held in city hall of Dallas, Texas, where Southern State Foods has purchased the travel story series for airing over KRLD.

NEW BUSINESS

Signed by Stations

WNEW, New York: Lustre Sales Agency (floor wax), spots; Joseph Martinson, Inc. (Martinson's Coffee), "Milkman's Matinee", Stan Shaw, through Albert Frank-Guenther Law; Garrett & Co. (Virginia Dare Wine) spots, through United States Advertising Corp.

WLS, Chicago: Earl May Seed Co.; Lancaster Seed Co.; Jung Seed Co.; Gardner Nursery Co.

KNX, Los Angeles: Armstrong Cork (Quaker Rugs), "The Heart of Julia Blake," ETs, through BBD&O; Chicago Engineering Works (Refrigeration & Air Conditioning Institute), "The Camera Speaks", ETs, through James R. Lunke & Associates; Kern Syrup & Preserving Co., participation on "Sunrise Salute"; American Home Products Co., (Anacin), "Easy Aces", through Blackett-Sample-Hummert.

Eugene Conley Busy

Detroit—WWJ's concert tenor, Eugene Conley, after touring state of New York under direction of Roland Chesley, has returned to Detroit to be scheduled for many concerts in Michigan. On March 11 he will be the soloist for "Pro Musica" at Detroit Institute of Art at which time he will sing a group of songs from modern German. On April 21 he will be the soloist with the Wyandotte Orpheus Male Chorus.

Tycoon Series Gets Plaudits

Indicating that the public is fed up with carping about "capitalists" and "richest men", stations and sponsors airing the "Captains of Industry" series released by Atlas Radio report very favorable listener reaction to the manner in which these dramatizations have been handled, according to a special bulletin just sent by Herbert R. Ebenstein, Atlas president, to his sales force.

The "Captains" ETs attempt to show the human side of the tycoons and recount their lasting benefactions.

Wesson Oil Show on WHOM

Wesson Oil & Snowdrift Sales Co. has signed with WHOM for a campaign on Olio Angela Mia (salad and cooking oil). Quarter-hour show is presented nightly at 8 featuring the Duo Amauli, stars of Italian stage, with studio orchestra under direction of Giuseppe De Luca. Account also uses daily spot announcements in Italian.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Los Angeles

HOMER WELBORN, widely known Pacific Coast sports announcer, will be at the Mutual mike to provide color in connection with Saturday's running of the $100,000 Santa Anita handicap, to be aired at about 7:15 p.m. EST. Oscar Otis, handicapper of the L. A. Times, will give the actual running description of the turf classic. KHJ will feed the event to Mutual.

Harry Maizlish has signed an exclusive contract with the National Orange Show at San Bernardino calling for three daily broadcasts over KFWB during the citrus fair, March 17-27. Included in the deal is a campaign of exploitation for the event, which Maizlish will start immediately over KFWB and the CRS throughout the state.

Mutual's "True or False," sponsored by the J. B. Williams Co., comes through to the Coast over KHJ-Don Lee, starting March 7.

Madaline Lee travels over 100 miles every time she goes to work. She is "Genevieve Blue" with Amos 'n' Andy, and each time she appears in the script has to make a trip to Palm Springs, where the NBC broadcast emanates.

"News by Hughes" is a new KMTR news period conducted by T. W. Hughes at 10 p.m. nightly except Sunday. The Vic Dalton station also offers "Richman's Guide," a new daily 15-minute period at 2:30 p.m.

WIS, Columbia, S. C.

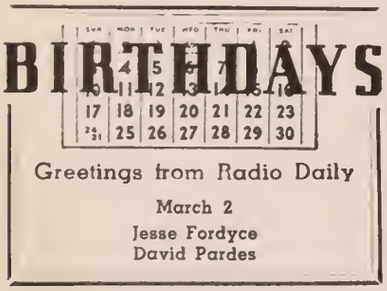
When Chief Announcer Vic Lund had an air-chat with Jack Dempsey the other day, some 200 jammed the studios, proving that Jack is still the popular hero.

Among other celebs heard on the station recently was Ted Shawn, interviewed by Frank Burger.

Washington's Birthday was a double birthday celebration, with Margaret Bouzard of the commercial department being given a party by the staff.

Labert on Diathermy Series

Jules Labert, formerly at WNYC and WEVD, is now doing three five-minute news stints weekly for Shortwave Diathermy over WMCA.



☆ PROMOTION ☆

School Mag Writes Up WBIG

North Carolina Education, a monthly magazine issued by the North Carolina Teachers Ass'n, will carry in its next issue a complete story of the radio activities over WBIG, Greensboro, by the Greensboro High School. Greater Greensboro Schools' radio work has already attracted national attention and both WBIG and school authorities receive letters from all parts of the country asking for information about this educational work.

Eunice Kneece, radio chairman of the Greensboro schools and educational director of WBIG, is the author of the article.

Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the goodwill of the journalists. Now it is planned to arrange a match for druggists.

"Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angles. Prominent photographers will judge the contest.

Used Car Parade

KWTO - KGBX, Springfield, Mo., has planned elaborate promotion on behalf of local used-car dealers. Job will be done in connection with National Used Car Week, and will be climaxed by parade of the cars offered by dealers who have bought time during the week. Cars in the parade will be described by Karl Zomar of the staff, who will add full sales information on each. Participation in the parade is free to advertisers, and only time-buyers are eligible to enter it.

Essay Contest

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American". The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

WCAU Women's Club

WCAU, Philadelphia, has issued attractive piece on its five-weekly "Women's Club," household program, sold on participation basis. Complete story of the show, its personnel, sponsors, operation and audience, including the many organizations represented at the visual broadcasts in the auditorium, are given in brochure. Fashion shows and cooking demonstrations are part of the setup.

KVOR "Penny-Savers" Booklet

An attractive 24-page booklet, bound in green, of "Penny-Savers" is being given away on Ann Russell's "Good Morning Neighbor" program on KVOR, Colorado Springs. Each weekday morning a double pass to a local theater is given away for prize-winning "penny-savers" and now they've been incorporated in the booklet which is mailed for the asking. Ann Russell (Wauhillau LaHay) very thrilled over personal poems lately received from listeners.

COLUMBUS

Johnny Neblett, WBNS sportscaster, leaves for Winter Haven, Fla., March 18, to spend a week with the Red Birds. He will record interviews with players, to be aired on his evening spot.

Red Bird games will be aired again by WBNS this year, with Neblett at mike under sponsorship of General Mills and Socony Vacuum.

WHKC's "Get Thin to Music" has been pulling in 1,000 letters per week.

New CBS Short Wave Schedule

CBS short wave station W2XE goes on new schedule effective March 7. Frequencies to be used are: 21520, 15270, 11830, 6120 kc., 13.94, 19.64, 25.36, 49.02 meters. Directional beams to Europe and South America will also be used.

MIAMI

Thad Brown, member of FCC, is here on vacation.

Charles W. Myers of KOIN-KALE, Portland, Ore., and Mr. and Mrs. Arthur B. Church of KMBC, Kansas City, were voyagers on the North Star en route to West Indies when the vessel was grounded in the Miami channel.

WKAT has started a twice-weekly series featuring a forum by Miami's little business men. Secretary of Commerce Daniel Roper has endorsed the program and sent the station a series of questions to be discussed.

WIOD engineers have remodeled station's short wave affiliate W4XB and will have it back on the air soon.

Chicago

FRANKLYN MacCORMACK, poetry reader for Wrigley's "Poetic Melodies," plans to start on European trip early in April when he leaves show.

Pat Flanagan and the Mrs. have left with Chicago Cubs for California. They will spend several weeks there; then sail through Panama Canal to Cuba, flying back about a month from now.

Arthur Stringer, radio publicist, back from weekend trip to New York, where he conferred with William S. Hedges, NBC vice president.

Tom Fizdale, in hospital for several days having a tumor removed, is back at work.

"NBC Jamboree" is being expanded to full hour on Tuesday evenings from 10 to 11 N.Y.T. with Don McNeill as emcee. Among performers for first full hour show will be Armida, Oscar and Elmer, Bill Thompson, Sylvia Clark, Jackie Heller, Vivian della Chiesa, the Vagabonds and Cadets.

Harry Martin Enterprises, Chicago radio feature service, has sold Oddities in the News to CJJR, Winnipeg and WFDF, Flint, and Behind the Headlines to WFBR, Baltimore and KSO, Des Moines.

Ulmer Turner, radio editor of Herald Examiner, is batching it while wife is on extended vacation with mother in Florida.

WICC, Bridgeport

Actor William Donnelly directs his own three-acter, "Afterglow," as a Bridgeport Little Theater League presentation late in March.

A Saturday a.m. kiddies' show is in preparation.

William Lyon Phelps again will be commentator for the New Haven Symphony Orchestra program over Colonial Network tonight.

WKRC, Cincinnati

John McCormick, g.m., and Bill Williamson, sales manager, are back from the east.

Ruth Lyons, musical director, has found time to dash off three songs in the last two months. Latest two are titled "Love is Like a Nursery Rhyme" and "Indispensable You."

Jerry Foy, singer of mountain ballads, is pulling heavy mail.

WOKO-WABY, Albany

Ruth Hamilton, formerly heard in broadcasts on correct English, returns to WABY in a Wednesday series of "Personality" talks.

Herb Gordon and ork will be aired again over WOKO thrice weekly, with Ethel Barrett and Eddie Pierce vocalizing. An NBC wire is expected shortly.

BALTIMORE

John Elmer, owner of WCBM and past president of NAB, has been elected a vice-president of Baltimore Safety Council.

WBAL's Coffee and Doughnut Party has been made a regular Saturday morning feature, 6-8:30 a.m.

Current Events Tieup

Taking advantage of the adaptability of the "Ports of Call" transcribed series to current events, WREC in Memphis put the story of Austria and that country's "powder keg" position on the air Sunday in an especially prepared program. Atlas Radio Corp., producers, cooperated with WREC by rushing a special script into production, then air-mailing the finished transcription to Memphis. WREC, meanwhile, was able to open a newspaper and over-the-air bally to build a special audience. WREC previously has made use of the "Ports of Call" series to coincide with current events, running episode on China at the time of the fall of Shanghai. Memphis Power & Light Co. sponsors "Ports of Call" on WREC.

New Chi Recording Plant

Chicago — Chicago Recording Laboratories, a new transcription and checking service, has been organized at 64 East Jackson Blvd. with Wilbur Buchanan, formerly of Marsh Laboratories, as president; Jo Favor, secretary, and J. H. Bosley, chief engineer.

Continue Firestone Orchestra

The orchestra of symphonic proportions assembled for "Voice of Firestone" program on Feb. 7, the date of the death of Harvey S. Firestone, will be continued intact, with Alfred Wallenstein conducting, throughout June. The new orchestra was developed by augmenting the original "Voice of Firestone" concert orchestra.

Budd Mulloy's Agency

Chicago—Budd Mulloy, who recently resigned as publicity director of N. W. Ayer & Son, has opened publicity agency of his own at 540 North Michigan Ave. David Kaplan is associated with him.

KNOW, Austin, Tex.

Mar Roark, prominent in south Texas music circles, has joined as staff announcer.

Roland Booth left his announcing duties here last week to accept a similar post at KPRC, Houston.

Paul Forchheimer has given up his program directorship to rejoin sales staff, with Winthrop Sherman being promoted from announcer to program director.

Downey Recording Again

Morton Downey has signed a contract with Decca to record exclusively for them. He starts recording eight songs this week, including some Irish airs for which he is famous.

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,108,830—Electron Discharge Apparatus. Albert M. Skellett, Madison, N. J., assignor to Bell Telephone Laboratories.

2,108,833—Telegraphic Keying Circuit. James D. Wallace, Washington.

2,108,841—Radio Cabinet. Walter O. Brown, Detroit.

2,108,867—Radio Direction System. Gaston A. Mathieu, Shirehall Park, London, assignor to RCA.

2,108,878—Radio Receiving System. George M. Wright, Chelmsford, England, assignor to RCA.

2,108,880—Electric Discharge Tube. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,108,895 — Frequency Control Transmission Line. Fred H. Kroger, Rocky Point, N. Y., assignor to RCA.

2,108,900—Ultrashort Wave Oscillation Generator Circuit. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,108,899—Automatic Volume Control. Harold O. Peterson, Riverhead, N. Y., assignor to RCA.

2,108,897—Shock Absorber for the Elements of Thermionic Tubes. Walter L. Krahl, Montclair, N. J., assignor, by mesne assignments to Arcturus Development Co.

2,109,021 — Electrical System. Edwin L. Clark, Collingswood, N. J., assignor to Philco Radio & Television Corp.

2,109,225—Means for Aging Vacuum Tubes. Dayton Ulrey, Forest Hills, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,109,245—Vacuum Tube. Vladimir K. Zworykin, Swissvale, Pa., assignor to Westinghouse Electric & Manufacturing Co.

2,109,266—Condenser. Albert W. Franklin, New York.

2,109,274—Tube Structure. Hans Niclassen, Berlin, Germany, assignor to N. V. Philips Gloeilampenfabrieken.

Guests Set to April 17 On Chevrolet ET Series

Guest stars for the Chevrolet "Musical Moments" revues, with Victor Arden's orchestra and the Songsmiths Quartet, will be as follows, with releases twice weekly: week of March 6, Ruth Carhart and Barry McKinley, and Marian Shelby and Ralph Kirbery; March 13, Claire Sherman and Guy Robertson, and Felix Knight and Aileen Stanley; March 20, Jimmy Farrell and Lucy Monroe, and Howard Price and Irene Beasley; March 27, Barry Wood and Lois Bennett, and Ray Heatherton and Kay Thompson; April 3, Sally Nelson and Morton Bowe, and Shirley Howard and Jack Arthur; April 10, James Wilkinson and Josephine Antoine, and Evelyn Case and Phil Duey; April 17, Marian Shelby and Barry McKinley.

WDEL, Wilmington, Del.

J. Gorman Walsh, manager, was a visitor to New York last week, attending a conference with NBC officials. He also paid a visit to WMCA and Intercity executives.

Floyd Mills and his orchestra, currently featured at the Grill of the Hotel DuPont and broadcasting over WDEL and Intercity, hold the record for orchestras in town—for 20 months.

Another name band does a one nighter in town and will be aired over WDEL when Bob Crosby and his band play for the Junior Prom of the U. of Delaware. Crosby will also be interviewed by Lonny Starr on "Parade of Melody," nightly swing session.

One of the several road companies of "Brother Rat" was in town for two days and Clair Hazel of the cast was spotted on the 6 p.m. newscast sponsored by Bond Bread.

Wilmington Chapter of the WCTU has started a series of twice weekly ET broadcasts entitled "It Does Happen Here."

New Guild Is Planned By Musical Arrangers

Musical arrangers concentrating on radio now contemplate the organization of a new guild to replace the one disbanded a few months ago by the AFM. New organization will not be actually started until all plans are completed and an o.k. is obtained from the AFM, but results of late organization are expected to be of considerable assistance in the new body. Several national programs are now giving credits to arrangers as per the demands voiced through the late union.

WWL, New Orleans

Station has contracted with RCA for its new 50,000-watt transmitter, which is expected to be up and ready for operation about Aug. 1. Reports are that the transmitter will be located in another location to obtain better results. Present location is Kenner, La.

Pinkey and his orchestra have sold another quarter hour of time to Griffin Co., makers of Dyanshine.

Ray Wilde and his orchestra opened at the Blue Room to take the air over WWL, WSMB and WDSU. Featured singer with the show, who will not broadcast, is Ethel Shutta.

Sign for Star Series

KDB, the Don Lee outlet in Santa Barbara, is the latest station to subscribe to the "Your Writing Reveals" series, syndicated by Star Radio Programs. The Condon Co., Inc., Advertising Agency in Tacoma, Washington has also ordered the series, to be sponsored by Mueller-Harkins Motor Co. on KVI, Tacoma.

Jack Major to Emcee Benefit

Jack Major has been set to emcee a special charity show to be staged by the Army Daughters of the U. S. Army Saturday evening at Governors Island, N. Y. Theresa Wilson, CBS publicity staff is in charge of the talent. Others set to appear include Alice Cornett, Howard Phillips, Hal Davis, Jose Rey, Claire Sherman.

OMAHA

Don Kelley, KOIL announcer, has resigned to accept a similar post with WLS, Chicago.

W. W. Wright has joined WAAW as salesman, replacing Charles Taylor, resigned.

Foster May, WOW announcer, and Mrs. May are taking a two-week vacation trip to Cuba.

Jimm Mogg, Gus Sindt, Andy Martin and Galen Williams, last with KSAL, Salina, Kan., are now on several WAAW programs.

COMING EVENTS

March 3-5: Hearst International Radio Sales meeting, Chicago.

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

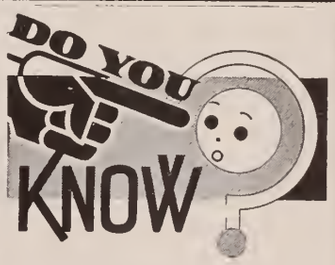
June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

"QUOTES"

"The crying need in radio today is for better writers. Too many unsuccessful pulp-magazine writers and hacks are writing radio scripts; they get by, but how many people would use their radios if there was a charge for each program tuned in? But radio will not get better writers until sponsors are willing to pay more. A playwright works on a play three months, and then takes a trip to Europe; a script writer works all year 'round and he's lucky if he can see a baseball game."—BRUCE KAMMAN.



Banjoist Mike Pingatore on the Chesterfield show with Paul Whiteman has been with the band longer than the maestro, having come 15-minutes earlier than Paul to the first rehearsal.

Benay Venuta is the only performer who broadcast from New York and Hollywood on the same day. She started the program early in the morning in Hollywood and flew to New York, completing the broadcast that same evening.

PHILADELPHIA

Herbert J. Tilly, chairman of WFIL board, will be honored by NBC when several of his compositions and the Strawbridge & Clothier Chorus which he founded are featured on "Music is My Hobby".

Shell Oil, after a 13-week trial of "Curiosity Court", has renewed program indefinitely over WIP.

Allan Kennedy has resigned from KYW announcing staff and is replaced by Dan Munster of WCAE, Pittsburgh.

Kerby Cushing, KYW sportscaster, becomes publicity director of Villanova College.

Jack Barry has left WIP announcing roster.

Temple Bailey, noted novelist, will be guest of Annabelle Adams on her WIP "Homemakers' Club" on March 8. Miss Adams will be guest speaker at monthly tea of Penn Athletic Club women's group on Friday.

Clarence Fuhrman and his WIP staff ork will play for tomorrow's ice carnival at National Education Ass'n convention in Atlantic City.

Kay Cavender will appear in the script she wrote for WFIL's weekly feature, "Famous American Women of Yesteryear."

"In Old Vienna," WIP's latest musical revue, features the singing of Lee Taylor and Evelyn Russell.

The "Melody Arcade" is back on KYW and will feature the songs of Bonnie Stuart with the studio band and a mellerdrammer written by Norman Sickel, which features Edythe Roday and Jane King.

Dave Tyson will conduct WFIL's newest program, the "Lone Ranger Safety Club."

"Noontime Revue," now heard over WIP five times weekly, features Mary West, Evelyn Russell and Paul Titus, together with Clarence Fuhrman's studio band.

Joe Lewis returns as conductor of KYW "Nocturne Program," twice weekly.

Don Martin, WFIL announcer, was wed to Peggy Lockhardt the other day.

Ben Alley is back over WCAU with his regular broadcasts after an appendectomy.

"Whistle While You Work" is the name of a new revue over WFIL, headed by "Uncle Jim" Willard.

Peggy Morgan, heard over WPEN with her songs, is now being piped to WOV, New York.

Bill Lang returns to KYW in a weekly newscast.

ONE MINUTE INTERVIEW

BENAY VENUTA

"The most important 'must' in a singer's daily life is practice. A singer's voice cannot be laid aside and forgotten during times it is not in use. It must be used and diligently trained every day in order to assure tone and control. Even a single day's neglect will be noticeable at the next day's practice, and will oft-times produce tiny imperfections that take days to correct."

☆ Coast-to-Coast ☆

PRESENTATION of a heroism award to four-year-old Robert Pine, believed to be the youngest person ever to receive a citation for heroism, was aired by WTAM last Friday night. Medal, given by Spangbaker's Original Junior Safety Police Club program, was presented by Mayor Harold H. Burton in recognition of Robert's action in quickly spreading the alarm when he discovered four persons overcome by carbon monoxide gas in a playmate's home. Incident was dramatized also during a full-hour show observing Spang's 50th year in business and its eighth year on the air over WTAM.

Glenn Darwin replaces Felix Knight as vocalist tomorrow and the following Thursday over NBC-Blue at 1:45 p.m. Knight has other commitments. Both Darwin and Knight also will be heard on Walter Damrosch's "NBC Music Appreciation Hour," with Knight booked for March 4 and 11, and Darwin on March 11.

Gertrude Goldberg's "The Goldbergs," back on the air only six months after an absence of almost two years, is understood to be already rating tenth among all daytime shows up to 6 p.m. The authoress has placed Stefan Schnable, whose father is the celebrated musician, Arthur Schnable, in the cast of the serial.

Richard Bonelli will be among the celebrities taking part in the Girl Scouts anniversary broadcast over NBC-Blue network at 6:36 p.m. March 12. The anniversary also will be celebrated by a broadcast over CBS at 3:30 p.m. the same day.

"The Jewish Philosopher," being sponsored by Carnation Milk Co. in a five-weekly quarter hour over WFAB, 1:30-1:45 p.m., is developing quite a following in Jewish circles. He replies to letters received from listeners about their personal problems.

Sir Harry Lauder's broadcast from England on March 16 will be heard over NBC-Blue network at 4:15-4:30 p.m. Sir Harry will appear with the BBC Variety Orchestra, directed by Charles Shadwell. The appearance has been arranged by BBC.

After being off the air several years, "Slumber Boat" is heard again weekly at 9:30 p.m. Fridays on KOIN, Portland, Ore. Featuring a mixed quartet and soft melodies by a selected instrumental ensemble, the show is written and announced by Johnnie Walker, KOIN production manager, who announced the original "Slumber Boat." Walker also wrote and announced the "Isle of Dreams" on the CBS network several years ago.

Joe Higgins, assistant to Richard O'Dea, in charge of the "Dance Parade" on WNEW, was married Sunday to Rita Schmidt.

A direct broadcast from Hawaii to England will take place March 9. The program, originating in Honolulu, will be heard over NBC-Blue network in this country at 3-3:15 p.m. and short-waved to BBC via W3XAL, Bound Brook, N. J., W2XAD, Schenectady, and W8XK, Pittsburgh. John F. Royal, NBC vice-president, and Felix Greene, NBC representative in the U. S., arranged the broadcast.

Tim and Irene will celebrate their 16th wedding anniversary tomorrow, just eight days before they go on the air as the featured comedians of the "Royal Crown Revue" over NBC-Blue Network.

Ruth Russell, radio song stylist, currently vocalizing at the Village Brewery, features her amusing impersonations of well known radio singers.

KANSAS CITY

Webb Witmer, WDAF announcer, unable to do his regular trick due to serious illness of his father.

Al Stine is sharing WHB publicity duties with Nelson Rupart.

KCKN will supply entertainment for three-day Food Fair sponsored by Daily Kansan in K. C., Kan.

C. E. Salzer, KXBY and First National Television chief engineer, is back from the east, where he bought new television equipment including iconoscope and a kenescope.

Sponsored by a group of merchants and promoted by The Daily Kansan, KCKN will air a series of "Search Party" treasure hunts, with final roundup on stage of Memorial Hall in connection with the Food Fair. Owen Balch will conduct the program.

Jerry Burns, KXBY sports authority, is staging a limerick contest in connection with his Listerine Brushless Shave commercial.

WRVA, Richmond

Louise Homer Stires, soprano daughter of Mme. Louise Homer, is presenting a weekly recital series, accompanied by Jessie Weyland Day, pianist.

Holland R. Wilkinson, singing evangelist of the "Sunshine Hour", celebrates 11th anniversary on WRVA March 28.

Charles Houston, columnist, is airing a human interest interview series with members of Virginia legislature.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. Earl Thomas
Henry Souvaine, Inc.
30 Rockefeller Plaza, N. Y. C.

Dear Mr. Thomas:

A program is only as good as its producer. The shows produced under the banner of Henry Souvaine, Inc. have been maintained at an unusually high standard.

Your recent appointment as general manager of one of radio's most successful production firms is consistent with the high quality of programs originating in their offices.

A man in your position is well aware that air check recordings play a role of tremendous importance in planning, preparing and balancing a radio program. An excellent program needs the best in recording. The best in recording is as near to you as your telephone.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 43 NEW YORK, N. Y., THURSDAY, MARCH 3, 1938 FIVE CENTS

CBS Opening Door to New Talent

Looking On

.... AND LISTENING IN

COMMERCIALS There has been some improvement in radio commercial copy lately, but too many of the sales talks are still employing the technique of slamming competitive products.

It reminds us of a white-collar medicine man who is practicing in a Times Square store room.

He sells a "nature's" hair shampoo with a sales talk devoted almost entirely to knocking nationally advertised soaps.

The only reason the public buys those products, he says, is because they have been sold by clever slogans.

The med man's arguments sound very convincing except for the fact that on the same platform with him is a blonde in a sweater, short trunks and bare legs up to here—who, as a come-on for the yokels, beats a mere picture of that schoolgirl complexion.

—o—

EDUCATION Quite a number of polls conducted by radio editors around the country among local dialers have designated "Professor Quiz" as the "most educational program".

This seems to be as good a cue as any for the guidance of those who are directing educational features.

It must be borne in mind that the radio audience is not seated in a schoolroom under discipline that compels attention, but must be held by the nature of the program.

—o—

CIVIC SUPPORT Nora Stirling, the radio actress-writer-producer, believes that there would be more worth while programs on the air if organizations like the General Federation of Women's Clubs would actively promote them, somewhat the same as they get behind good films.

As there is only so much radio time available each day, every desirable program that's put on keeps an undesirable program off. —D. C. G.

Webster Tells 'Em

Hartford—Answering a squawk from a listener who said WDRC announcers pronounce the city's name either Hautford, Hotferd, Hartfud or Hartferd instead of Hart-ford, station brought out Webster's, which says: Hart-ferd—"a" as in arm, "e" as in maker. Listener apologized that he never thought of looking it up.

TOSCANINI TO CONDUCT 3 MORE ANNUAL SERIES

A verbal agreement calling for 20 concerts a year for a three-year period has been reached by NBC officials and Arturo Toscanini, who concludes his first NBC series next Saturday and sails for Europe the following week. Eleven concerts were heard this year. Next session will start early in October and run 20 weeks. Concerts this year have

(Continued on Page 3)

Carl Burkland Is Named Sales Manager of WCCO

Minneapolis — Carl J. Burkland, former assistant sales manager of WCCO, has been promoted to sales manager, it is announced by Earl H. Gammons, general manager. Burkland has been on the WCCO staff since 1929, starting as an announcer.

Pete Nelson Resigns As B-S-H Time Buyer

Chicago—F. P. (Pete) Nelson, radio time buyer for Blackett-Sample-Hummert, has resigned effective March 15. Jack Laemmar, recently appointed assistant buyer, succeeds him.

KMBC Signed to Promote K. C. Commercial Expo.

Kansas City—Annual International Food Fair staged by K. C. Retail Grocers Ass'n in Municipal Auditorium, March 13-19, will promote attendance via KMBC, with an amateur contest to be presented twice on opening Sunday and nightly thereafter. Eddie Krause will emcee the show and assist Jimmie McConnell, head of KMBC Artist Bureau, on production.

Besides amateur show, complete package sold the sponsors of expo. includes airing of daily quarter-hour preview of night's amateur talent and spot announcements publicizing contest. KMBC also has been designated official radio station of the food fair

(Continued on Page 6)

Pacific Borax Renews

Pacific Coast Borax has renewed "Death Valley Days" for an additional 13 weeks effective April 1. Program is heard over an NBC-Blue network of 23 stations, Fridays, 8:30-9 p.m. McCann-Erickson is the agency.

Need of Fresh Personalities, Available Sustaining Time, Also Bring Manager Recognition

Sticks to Guns

Augusta, Ga.—While at the WRDW mike delivering a sponsored newscast, Commentator James Davenport became aware of a sickening odor in the air. Cautiously glancing around, he saw the rubber tubing from gas line had been kicked loose. As he had only five minutes to go on his broadcast, Jimmy decided to stick it out. He just made it—being carried out right after concluding the commercial plug. A few minutes of fresh air put him back on his feet.

By M. H. SHAPIRO
Associate Editor, RADIO DAILY

Radio being overdue for a new and additional crop of personalities, coupled with the fact that within the next two months considerable time will again be open for sustainings allowing the build-up of artists, the CBS artist bureau has adopted a policy of open house under the new regime of Herbert I. Rosenthal, recently placed in charge of the department. Rosenthal has also reverted to the policy of personal manager recognition.

On the latter score, it is his opinion that only through experienced talent

(Continued on Page 7)

AFM EXECUTIVE BOARD POSTPONES DISK PARLEY

Executive Board of the American Federation of Musicians will not meet with the transcription and phonograph record men today as originally planned, but will arrange for a conference to be held next Monday. The Board meanwhile will take up matters apart from the transcription license question. As stated yester-

(Continued on Page 2)

Celler to See McNinch On Government Station

Washington Bureau, RADIO DAILY

Washington — Congressman Emanuel Celler, sponsor of the House measure for a government radio station, told RADIO DAILY yesterday that he would have a further conference with FCC Chairman Frank R. McNinch within the next few days to advance the measure. He will also discuss with McNinch the strategy which President Roosevelt's international broadcasting committee will adopt in broadcasting, particularly to Pan-American countries.

WIBW on at 4 A.M.

Topeka—WIBW, local Capper Publications station, went on a new summer schedule Tuesday by starting at 4 a.m., against 4:55 a.m. previously. Transcriptions are aired at 4-4:30 a.m., when Roy Faulkner ("Lonesome Cowboy") comes on with his guitar.

TWO IDAHO STATIONS BEING ADDED BY NBC

NBC will add KSEI, Pocatello, and KTFI, Twin Falls, Idaho, to its networks on or about March 15. Stations, which will be available to either Red or Blue, bring network total to 146.

Lever Renews for Year With Added Outlets

Lever Bros. (Rinso-Lifebuoy) has signed a renewal of the Al Jolson program for an additional 52 weeks effective March 22. Program, heard Tuesdays, 8:30-9 p.m. over a CBS network of 76 stations, is expected to add more outlets when renewal becomes effective, but as yet no stations have been signed. Ruthrauff & Ryan has the account.

Page Floyd Gibbons

Rochester, N. Y.—WHAM, the Stromberg-Carlson station, has one of the fastest programs on the air in the person of Frank Silva, sportscaster. During his nightly chat, Silva burns the air at 200 words a minute. When he's really in a hurry, he raises the speed to 250 words per minute without tangling his tongue.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Mar. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	137¼	136½	136½	— 1
Gen. Electric	41	40⅛	40⅛	— ⅜
RCA Common	6⅞	6¾	6¾	— ⅛
RCA First Pfd.	52	51⅝	51⅝	— ⅜
Stewart Warner	9⅝	9⅝	9⅝	— ¼
Westinghouse	97	95⅜	95½	— 1⅛
Zenith Radio	16⅜	16	16	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16¼	16	16	+ ⅜

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5⅛	6⅛

Charles Stahl Not in Deal

Philadelphia—Recently reported sale of WIBG, Glenside station, is understood to have fallen through, and Charles J. Stahl, who was supposed to have been included in the deal with Paul Harron, says he had no connection with it. Stahl is in the radio advertising and program business here. WIBG continues under ownership of Joseph M. Nassau.

Bob Crosby Replaces Kyser

Chicago—Bob Crosby, swing bandleader, will replace Kay Kyser and company at Blackhawk and over Mutual on March 30, Manager Otto Roth has announced. Kyser crew goes to New York to air "Kyser Kollege of Musical Knowledge" over NBC-Red.

Joins NBC Tele Staff

Edward Padula, recent Yale graduate, has joined the NBC television staff as a production director. He will work on ideas for programs.

Jules Hasberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

☆ Programs That Have Made History ☆

WJBK's "Polish Varieties"

IN keeping with its policy to provide entertainment for all types of listeners, WJBK, Detroit, has been extremely successful with foreign hour programs.

Probably the outstanding of all the foreign groups (Italian, Jewish, Polish, German, Arabic) is the "Polish Varieties" program.

This program has a vast listening audience because of the high standards maintained in producing it. The director, Walter Leskiewicz, recently celebrated his 25th anniversary of radio, stage and screen productions—and on this occasion over 5000 people paid admission to a special broadcast held in downtown Detroit at the Wilson Theater.

Leskiewicz, a pioneer in the theatrical and radio business, was immediately successful with his first "Polish Varieties" program over WJBK. First came the radio drama. Then, added to this, news, popular singers and an orchestra; until now "Polish Varieties" has more actual entertaining variety in it than has any other program in Detroit.

There is a reason for this however, for Leskiewicz has devoted his career to Polish entertainment. In 1929 the Polish government, through Marshall Joseph Pilsudski, bestowed the Cross of Merit upon him for his work in the Polish field in America.

This achievement led to radio work. Thus was born the "Polish Varieties" program on WJBK.

During the summer of 1937, Mr. and Mrs. Leskiewicz traveled through Poland. While there they sent daily reports of current events and happenings. These reports were broadcast daily on the "Varieties" program. A "Versed Travelogue" of cities, churches, ancient ruins and miscellaneous events were included in the broadcasts. Later the reports were gathered into book form—the first book of its kind about Poland that has ever been published in the United States.

In appreciation for this fine work, Mr. and Mrs Leskiewicz, upon their return from Poland, were awarded special medals (in a special broadcast at Orchestra Hall in Detroit) for their outstanding radio work.

"Polish Varieties" along with WJBK's other fine foreign language programs which include Jewish, Hungarian, Ukrainian, Russian, Lithuanian, Arabic, German, Italian (and special Negro shows) has set a standard of production, showmanship and listening interest that has made WJBK one of the foremost foreign language stations in the country.

WAAF's "The Hoosier Philosopher"

THE Hoosier Philosopher recently celebrated his 1,700th broadcast over WAAF, the Metropolitan Station, in Chicago. In real life the Hoosier Philosopher is G. Carleton Guy, but so completey has he assumed the imaginary characteristics of the slow-talking, thought-provoking and independent-thinking old commentator whom he brings to life each week-day at 1 p.m. that to station staff he is simply "the hoosier."

To thousands of listeners he is an indispensable daily challenge to clear, unbiased thinking. His weekly mail pull is just average, almost invariably from those who disagree with some particular item in his daily analysis of the news, but on a trial request for written response he equalled any other station feature in quantity.

The Hoosier Philosopher talks over the day's news for 15 minutes with the theoretical "Nick" (he takes both parts himself); locale is the mythical town of Hope Blossom in Indiana. No controversial topic is shunned, but station disclaims all responsibility for his remarks. The Hoosier Philosopher gets more brickbats than posies; another fact that attests definitely to his ability to make people listen—and start thinking. Program has run uninterruptedly for six and one half years, with rare time changes.

AFM Executive Board Postpones Disk Parley

(Continued from Page 1)

day, the license language is being redrafted. Between now and Monday the Board will be open for conferences with network or other radio people if they so desire.

Philip G. Loucks, special counsel to the NAB Executive Committee and acting head of the organization, is expected to arrive in New York today to confer with the Executive Board relative to the small independent stations and their problem in regard to hiring additional musicians. Loucks is expected to make a plea for a conciliatory attitude on the part of the AFM in dealing with such independent outlets as may be later forced to hire musicians.

Graves Taylor Opens Office

Graves Taylor, formerly of WGAR, has opened a new public relations and industrial publicity bureau under his own name in the Hotel Statler.

WBIG GREENSBORO N. C.
All the News! All the Time!
George P. Hollingbery Co., Nat'l Reps.

COMING and GOING

JASCHA HEIFETZ and his wife sailed yesterday for Europe aboard the Normandie.

RAY LEV, concert pianist, left for Europe on the Normandie.

BOB GOLDSTEIN returns from Europe Monday.

TED HUSING returned from a Florida vacation yesterday.

GOLDEN GATE QUARTET arrive in New York today from Charlotte, N. C., for rehearsals in connection with the Nehi show.

GRAZIELLA PARRAGA, Havana socialite singer-composer, is back in New York preparing for her radio debut. She visited Havana recently to get material for her broadcast.

BILL BURTON of Rockwell-O'Keefe leaves today with Vive-Anne Hulton for Toronto. She will appear in the Ice Carnival there.

THE INQUIRING REPORTER

THE QUESTION:

What station reaches the New York market (the richest in the world) most effectively and economically?

THE ANSWER:

Jimmy Jemail, "The N. Y. Daily News Inquiring Reporter", whose street interviews are broadcast over WHN on Monday, Tuesday and Wednesday at 6 P. M.:



"There's only one answer—WHN! And I ought to know, because I believe that I come into closer contact with the people who make up that market than almost anybody else in town!"

•

(Advertisers will recognize that Jimmy Jemail's program appeals to the broadest possible market in all New York—the man and woman in the street—the day-to-day buyers of all sorts of commodities. His N. Y. Daily News column is read by 3 million people every day.... Inquiries are invited.)

W·H·N DIAL 1010
1540 Broadway, New York City

Toscanini to Conduct 3 More Annual Series

(Continued from Page 1)

been aired over combined NBC networks on 182 stations.

Programs will be continued presumably on a sustaining basis. Toscanini was reported to favor a return to the network shortly after severing connections with Salzburg Opera, but official agreement was not reached until early this week.

Cunningham to Testify

Washington Bureau, RADIO DAILY

Washington—E. T. Cunningham of New York, former president of RCA Mfg. Co., will testify this morning when hearings resume in the Senate office building on the Borah-O'Mahoney federal licensing bill. It is understood Cunningham will attack the measure as unsound.

Irna Phillips' Fourth Serial

Irna Phillips, who already is author of the current "Guiding Light", "Road of Life" and "Woman in White", is formulating a fourth serial which will star Ireene Wicker ("The Singing Lady"). Script is now in preparation and will be presented to sponsors in the spring.

Dickering for Ballard Show

Three sponsors are understood to be after the "College Composers" radio show prepared by Pat Ballard, music editor of College Humor. Program digs up collegiate 'Hoagy (Star Dust) Carmichaels' and gives their works to the world.

Dell and Hamory Renewed

Binghamton, N. Y.—Dell and Hamory's option has been taken up by the Community Lounge and Bar here for an indefinite period. They recently filled engagements at the Biltmore Hotel, Providence, and Club 18, New York. Handled by Meyer Davis' Music.

Deanna Durbin Reception

A reception to Deanna Durbin is being given this afternoon at 5 by Universal Pictures at the River Club on East 52nd St. Al Appolon, nephew of Dave Appolon, has been engaged through CRA to have his orchestra on hand for musical entertainment and dancing.

Bob Rogers Joins WSAL

Salisbury, Md. — Robert "Bob" Rogers, formerly at KNX, KFAC and KOY in the west, recently joined the WSAL announcing staff here.

Richman Joins Alber

Howard Richman has become associated with the David O. Alber Publicity office, effective immediately.

RECORDINGS

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Call BRINCKERHOFF PLaza 3-3015

NEW PROGRAMS—IDEAS

WHN's "Idea Exchange"

This one bows in Saturday over the New York station, dedicated to the proposition that a lot of people have ideas and should be allowed to talk about them outside the family circle. So from 8:30-9 every Saturday evening, they will. For the initialer, someone will suggest marriage buttons to distinguish a hearty soul from a married one; someone else will suggest penny-a-day lotteries to make people rich; still a third person will recommend insurance whereby the Girls from the Country can come to the Big Cities regularly. There are others, too. Arthur Daly and Howard Merrill will handle them.

WOL Mystery Drama Tieup

In a tieup with Canadian National Steamships and the Washington Herald, WOL in Washington this week started a mystery thriller, "The Trial of Baron von Blau", with prizes to the best "verdicts" by "jurors". Ronald Dawson, dramatic director of WOL, is authoring and directing the presentation, which employs a large cast. Announcer on the program is Stephen McCormick.

Advance publicity in the Herald included a full page of stories and pictures, with by-line articles handling the "case" in the style of an actual murder trial.

WCOA Music Store Series

Local retail music stores have long realized the effectiveness of radio as a goodwill builder and advertising medium but many stores have stayed off the air because of the lack of program ideas that fit in with their particular needs.

WCOA, CBS outlet in Pensacola, Fla., is broadcasting a weekly half hour for the Reynalds Music House, local store, that is not only proving unusually popular with the public but is creating goodwill for the sponsor among local music teachers and parents of talented children.

The program is broadcast each Saturday night at 8 o'clock direct from the large show windows of Reynalds store. The advanced pupils of local music teachers are featured on this program, and the public is invited to witness the broadcast from the floor of the store.

Every music store depends upon the cooperation and goodwill of local music teachers. Teachers in most cases advise their pupils on the type and make musical instruments to buy, and their recommendation is important to the store. The WCOA program enables the teachers to receive publicity, and encourages their pupils by appearing on the air. Parents of the pupils appearing on the program are naturally grateful to the store for providing the opportunity.

Results have been unusually good for the sponsor in not only goodwill but in sales directly attributed to the program.

WBIG Singer Puts Off Films

Greensboro, N. C.—Though she has received a film offer, Peggy Gordon has decided to stick to her singing at WBIG while she continues her studies and acquires more experience. The local girl has been attending Woman's College, where she is now studying voice under Paul Oncley.

Miss Gordon is heard on the "Golden Quarter Hour" for Duke Power Co. three times weekly.

WSAL "Kiddies Frolic"

WSAL "Kiddies Frolic," Saturday matinee offering over the Salisbury, Md., station, brings youngsters under 15 before a microphone on the stage of the Arcade theater for a half-hour of contest performing before the start of the regular show. Drug chain is sponsor, and promotions, handled by station manager J. Roy McLennan, who sold the show, include soda-fountain and window displays and a projected "Parent's Day," when mamma and papa may entertain the children. Deane S. Long, program director, emcees the proceedings. He calls himself "Captain Rex." The piano-accompanist calls himself "Uncle Billy." Audience applause determines the winners.

Bull Durham ET Series Set for South and West

American Tobacco Co., for Bull Durham tobacco, has signed Louise Massey and the Westerners for a series of transcriptions to be heard throughout southwest and midwest. Programs will be 15-minutes, aired three times weekly. Starting date and station list not yet set. Program marks the first time product has been plugged on the air.

Ed Wolf Associates handled deal with Lord & Thomas agency.

WINS Rushes to Fire

Within three minutes after the outbreak of a fire in Proctor's 58th Street Theater, WINS yesterday had slung its cables and was on the scene with a description of the blaze, a block away from the studios. Bill Harding and Don Dunphy of the announcing staff had the assignment.

Opera Series Ending

NBC broadcasts of the Metropolitan Operas, heard Saturdays at 1:30 p.m. will fade March 19. The past season marks the first time in a number of years that the series was aired as a sustaining feature. Program will probably return to the air Christmas Day.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

CHICAGO FEDERATED ADVERTISING CLUB will open lecture series March 14 covering radio advertising and other aspects of advertising. Committee members include Knox Armstrong, Wilson Brothers, chairman; Marvin Harms, Young & Rubicam; William Aron, Stewart-Warner; Emmons Carlson, NBC; Lewis G. Cowan, publicist; Laura Johnson and Helen Vance, Daily News.

RALSTON H. COFFIN has been appointed advertising and promotion manager of Carstairs Bros. Distilling Co. and will work in conjunction with Lennen & Mitchell Inc., the firm's advertising agency.

VINCENT REILLY, formerly with Benton & Bowles, has joined D. H. Ahrend Co. Inc. in the creative sales department.

McCANN-ERICKSON has acquired the Royal Baking Powder account from Standard Brands.

Allis-Chalmers Spot Additional Programs

Chicago—In addition to "Family Party" being started March 12 on NBC-Blue, Allis-Chalmers has started two weekly quarter-hour shows on WORK, York, Pa., KFH, Wichita, Kan., and WEBQ, Harrisburg, Ill. Six weekly ETs also being used on KGLO, Mason City, Ia.

WMBH Promotes Smart

Joplin, Mo.—Everett Smart is the new assistant manager at WMBH. He has been with station since last November and also served there two years ago, after which he was in newspaper and advertising work.

Billie Ruth James, secretary, has returned to WMBH offices after an appendix removal.

NEW BUSINESS

WIP, Philadelphia: Barr's Jewelers, "Five Star Final", renewal; Varady of Vienna (cosmetics).

WOR, New York: Doyle Packing Co., Steve Severn's "Pet Club of the Air."

WTMJ, Milwaukee: Krier Preserving Co., "Question Bee" with Bob Heiss, through Olson-Kelly Advertising Agency.

WHN, New York: Chevrolet, ETs, renewal, through Campbell-Ewald.

KFRU, Columbia, Mo.: Earl May Seed Co., program, through Presba, Fellers & Presba; Archias Seed Co., announcements; Gardner Nurseries, ETs, through Northwest Advertising Co.; Interstate Nurseries, programs.

WESG, Elmira: U. S. Rubber Co., Ben Bernie program.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● Thinking Out Loud (and sometimes talking out of turn):—For the past six weeks or so (in fact, since Jan. 17) we've been listening to Doris Rhodes warble through CBS and have taken particular pride in her work. Seems that immediately following her debut, we wrote a "Personal Postcard to William Paley" noting that a "star was born over at your place last night"....With every performance she delivers, Miss Rhodes makes us feel that she's the best thing we've bet on since Man O' War. Especially last week when she sang "Please Be Kind," a torchy thing.....While dining recently with Rocco Vocco, Mose Gumble and Jonie Taps at Guy Lombardo's, talk switched to Guy's music interests—the Olman Music firm. They are publishing the songs of Brother Carmen—and, as is commonly glibbed about town, publishers have two sets of auditors' books—one for their own use—and one for the writer's investigation....Well, Guy relates that he just instructed the bookkeeper to start a new set of books—just for Carmen....Wonder what his X-N. Y. friends think about Eddie Cantor's producer Vick Knight, who is here with the troupe. He is sporting grey pants, dark blue coat, GREEN hat—with a feather, brown suede shoes, yellow and orange plaid hose—and SMOKED GLASSES....Betcha they can remember when he was like Paul Munroe—and had pants that matched his coat!

● ● ● *Elizabeth Hart, who does a show via WORL, Boston, had to come to N. Y. a few days ago and asked Marion Clark, also of the WORL staff, to pinch-hit on the air....Well, it seems that Miss Hart reads a few names from the phone directory over the air and if the person's name is read and they call her at the studio pronto—the caller receives a bouquet of fresh flowers....In view of the unusual part in the show, Miss Clark was rather skeptical about the telephone business, thinking that Elizabeth used the names of friends for this stunt. However, she called a name in the "Q's" one day and one in the "Z's" the next....Imagine her surprise when, not only did both parties call the studio, but two answered under "Z" tag—one claiming it was her maiden name and if she wasn't entitled to the flowers too.*

● ● ● The other sundown at the Casa Manana where Abe Lyman must use some "hocus-pocus" to get artists to appear for nothing, we witnessed the unusual in show business. Sitting with Louis Sobol, Hy Gardner and Dr. Michel, we watched the celebrities step to the stage and do their turn. There were many marquee-names appearing but it remained for two members of Benny Davis' Star Dust Revue to get up and tie up the proceedings like never before. One was a little girl, Margie Knapp, singing a grand arrangement of "Alexander's Ragtime Band," and the other a boy, Robert Baxter, doing a medley of Nelson Eddy tunes. Guess the top-notchers felt a little embarrassed over the reception given the youngsters—who merited the applause and bravos not because of their tender ages—but because of their big-time delivery.

● ● ● *Thinking about Miami, reminds us of a tale that Martin Wales of WIOD related when we were there. Seems that whenever there's a hurricane (not produced by Goldwyn) down there—and there are a few every now and then—the studio announcers encounter a great deal of difficulty with their scripts. The air-conditioning system seems to function the wrong way. Recently, one wordslinger was rather brave, attempting to read a commercial from his script—which had been blown to the studio's ceiling—and the intake, being greater than the output, kept the papers fastened to the top!....Just glanced through a copy of "Rural Radio" and got an awful bang out of reading the wise-sayings of our old pal, Col. Lambdin Kay of Atlanta's WSB—and don't mind saying it was swell.....Also glad to see that Harold V. Hough, the "Hired Hand" of WBAP, will be a regular contributor....Hal Davis, former CBS page boy, lifted to the press dept., is now in charge of the night desk—which is the way it should be!*

GUEST-ING

JACKIE COOPER and JOHN PAYNE, film players, on George Jessel program, March 6 (Mutual, 6 p.m.)

E. E. CLIVE, on Feg Murray-Ozzie Nelson show, March 6 (NBC-Blue, 7:30 p.m.)

TEDDY HILL and orchestra, on RCA Victor program, March 5 (NBC-Blue, 8 p.m.)

JOSE ITURBI, on Ford Sunday Evening Hour, March 13 (CBS, 9 p.m.).

KARL SWENSON, opposite the Gish sisters on the Kate Smith hour, tonight (CBS, 8 p.m.).

WTMJ, Milwaukee

Henry Siemon, ventriloquist, took his "little pal, Archie," out of the valise long enough to guest with Heinie and His Grenadiers on their Alka-Seltzer show.

Sue Archer, formerly Mary Agnes Donahue, rhythm singer, has her own tri-weekly program, "Sue Archer and Her Rhythm."

Nancy Grey, commentator, is back from a flying trip to glamour centers of the west, and is using her new material on a new daily program, "Westward Ho."

Bill Evans, emcee who helped the Junior League present "What's New In Milwaukee" during Nancy Grey's absence, received a handsome pair of embroidered satin shoes for his three-months-old boy from girls of the league.

Jimmy Wilkerson, chief transcription man, joined the army of new WTMJ fathers. It's a boy.

Heinie is conducting a "radio recipes" column in the Sunday Milwaukee Journal, tied up with daily broadcasts of his Grenadiers.

Russ Winnie, sports commentator, gave an eye-witness account of the Wisconsin-Indiana basketball game from Madison.

FCC ACTIVITIES

EXAMINER'S RECOMMENDATION

Zenith Radio Corp., Chicago. CP for new television station, 42,000, 56,000, 60,000, 85,600 kc., 1 KW., unlimited, be granted.

HEARING SCHEDULED

April 1: KWNO, Winona, Minn. Assignment of CP to Winona Radio Service, Inc. 1200 kc., 250 watts, daytime.

GEORGE GRIFFIN
Lyric Baritone
● THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
● SUNDAY WEAF-NBC RED
9 A. M. EST.
Management NBC Artists Service

PROGRAM REVIEWS

"YOU, THE UNSEEN JURY"

Morris Plan of N. Y.
WEAF-Tuesdays 7:30-7:45 p.m.
Gotham Advertising Co.

CRIME SOLUTION PROGRAM NOVEL IN TREATMENT AND PROVIDING GOOD DRAMATIC ENTERTAINMENT.

Morris Plan Industrial Bank of New York is presenting a quarter-hour show designed to get away from the presumption that a bank must use some kind of a highbrow idea when it advertises. In this instance, dramatizations are offered wherein a crime is committed and the listeners are given an opportunity to solve it and pick the guilty one.

"Previews" of the story and synopsis are available at both Schulte cigar stores and branch offices of the bank. Photographic evidence is also given. At the conclusion, after the listener has had sufficient time to decide upon a solution of his own, Roy Post, criminologist comes on and gives the correct answers and explaining why.

Scripts by Howard Warwick are clean-cut and well written. Milton Cross lends dignity as the announcer.

Credits mention the advantages of checking accounts where small balances are permissible; also the availability of funds for borrowing for home or business. At the finish a femme voice joined in the commercial. Cast seemed quite adequate on the dramatic end.

"Comedy Stars of Broadway"

This ET series in behalf of Alka-Seltzer has maintained a consistently good average in entertainment. Frank Crumit as emcee sets a lively and genial pace, and selection of guest stars has been favorable. When caught Tuesday night at 9:15 on WOR, guests included the comedy team of Milton Douglas and Priscilla, making their sixth appearance in the series. Team has talent and possibilities exchanging gag-lines in laugh-getting style, though material on this occasion was too time-worn. Another guest was Billy Murray, singing George M. Cohan's "45 Minutes from Broadway." Crumit also did a current Cohan show number, "I'd Rather Be Right." Musical background was snappy and tuneful.

Bob Murray

Bob Murray, vocalist heard on various stations hereabouts, now includes a Tuesday and Thursday stint at 5 p.m. over WNEW with Merle Pitt's orchestra. He handles songs of widely varied types in a facile manner, making for altogether pleasant listening.

PAT BALLARD-D.O.P.

(No, it's not "DOPE." It's Doctor of Programs, and it wouldn't be polite to list the network programs, or the sponsors, or the agencies—that have called in Old Doctor Ballard to doctor scripts.)

MARK HANNA, REPRESENTATIVE

ORCHESTRAS-MUSIC

A SPECIAL preview hearing of a new orchestra will take place at the Swing Club, Fordham Road and the Grand Concourse, on the night of March 13 when Chauncey Moorehouse and his orchestra, featuring his N'goma drums, makes its initial appearance. Moorehouse is the inventor of the new rhythm instrument called the N'goma Drums, which is patterned on the African percussion instrumentation. It contains 15 tuned tom-toms which are used musically as well as rhythmically in the orchestra's presentations.

Cab Calloway and his Cotton Club ork will play 16 weeks in theaters starting March 9 at the Paramount, New York.

Ina Ray Hutton and her Melodears play one-night stands in ten theaters throughout Virginia and the Carolinas starting Saturday at the Granada, Bluefield, W. Va., booked by Mills Artists.

Ken Ellington will introduce his first complete musical score for a Cotton Club show on or about March 11.

A "Campus Club" program, designed to give local college students an opportunity to parade their talents before the mike, will be initiated by bandleader Larry Clinton on March 12, when guest stars from N. Y. U. will be presented to NBC audiences.

Zinn Arthur's network outlet has been again augmented, this time with a Wednesday night WNEW wire. He is already aired twice-weekly by WHN-WLW. Arthur will record seven new tunes for Brunswick, six of them from forthcoming musical films, and the seventh a sequel to "B.M.B.D.S.", called "Joseph, Joseph."

Bob Crosby surrenders his CBS and Mutual wires later this month when he vacates his Hotel Pennsylvania spot to make room for Benny Goodman's return. After a brief road tour, the Crosby band will be back on the air for the same networks.

Missing from the airwaves since technical difficulties cancelled his Chicago hotel wire, Buddy Rogers embarks on a ballroom tour until March 11, when his band opens in Philadelphia's Arcadia International. His music will be aired by both CBS and Mutual networks.

Emery Deutsch has temporarily abandoned his road tour to fulfill recording commitments at the Brunswick Studios.

The CBS "Saturday Night Swing Club" will take swing fans to the Onyx Club, 52nd St. temple of molten melodies on March 5 at 6:30 in a special "Midnight at the Onyx" broadcast. The entire floor show from the Club will be featured, including Maxine Sullivan and John Kirby's musical crew.

Larry Clinton, under Rockwell-O'Keefe management, opens May 26 at the Glen Island Casino.

WHO, Des Moines

Leonard J. Howe, formerly at WJBC, Bloomington, Ill., and KFRU, Columbia, Mo., has joined the news staff.

Faye Speir and Cleo Hoyt, musicians, return to the station after two years and are being heard in Bobbie Griffin's "Sunrise Roundup".

H. R. Gross, news editor, has a new series of business reviews, "This Business Week", sponsored by Central National Bank & Trust. J. O. Maland, v.p. of Central Broadcasting Co. and manager of WHO, introduced W. J. Goodwin, chairman of the bank's board, at the opening broadcast last week.

Helen Watts Schreiber, culinary expert, is being sponsored in a full-hour Saturday morning show, "May I Suggest", with Harold Morgan's orchestra, Georgia Lee and the Songfellows quartet.

WRDW, Augusta, Ga.

"Ray" Ringson, manager, and Harvey Aderhold, chief engineer, have been passing around many new ideas since their recent return from the NAB convention.

Jimmy Davenport, program director, and Mrs. Davenport entertained members of staff at a gala housewarming in their new abode the other night.

Les Quailey was a visitor Saturday to conduct auditions for baseball broadcasts.

Engineering staff has received new short-wave transmitter, which will come in handy for the Master's Golf Tournament late this month.

WIBW, Topeka

Elmer Curtis, the 200-pound "H. D. Lee Reporter," passed his 600th consecutive broadcast for Lee Mercantile Co. last week. He has spieled over 1,750,000 words in all of those 15-minute periods.

Karl Troeglen, head control engineer, recently became the father of a boy weighing nearly eight pounds.

The "feud" between Porter Randall and Milton Hodges on "Kansas Roundup" had to be toned down because listeners were beginning to take the boys seriously—and started to write letters defending their respective favorites.

DON KERR

Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

PROMOTION

WCCO's Grocers Contact

To inform local wholesale grocers in the Northwest of radio programs of vital interest to them, WCCO at Minneapolis and St. Paul is mailing a list monthly of food advertisers using the station's facilities.

Dope given to grocers includes sponsor, products plugged and name of program. In addition, the station includes complete information on special contests or other stunts that may stimulate sales of various food lines. Local, spot and network accounts all receive equal billing.

The purpose of the monthly lists is twofold: First, it is designed to keep wholesalers aware of what products are getting regular promotion over WCCO; second, to enable wholesale grocers to anticipate excessive demands for individual items which might result from special contests.

Endorsement of the plan has been unusually enthusiastic, according to station executives. Wholesale grocers feel that it gives them a closer working arrangement with the lines they carry, and enables them to shape their plans from month to month with greater accuracy.

KSL, Salt Lake City

Capitalizing on her recent Sun Valley visit, Gladys Wagstaff Pinney has written a radio show with the sports paradise as its locale for KSL Players. Louise Hill Howe will direct and produce.

Independent Coal & Coke has extended contract four more weeks. "Fireside Melodies" has already run 39 weeks. Lever Bros. also has renewed Al Jolson show for 52 weeks.

Dean Mitchell is guest soloist on "Fashions in Melody," new Logan Knits show.

WICC, Bridgeport

Bill Dukeshire, newsman, and Don Parker are new voices in "First Offender" series.

Over 1,500 invitations have been issued for the "First Offender" day meeting to be held by Sheriff Slavin at Derby's Commodore Theater on March 12 at 10 a.m.

76 NEW IDEAS!

For three years, STAR COMMERCIALS have led the field and are more popular now than ever. Weekly service comprises 76 Announcements covering 22 lines of business, prepared by a special STAFF of experienced (Network and Agency) writers. A complete week's supply is yours for the asking. No obligation—We rely on STAR COMMERCIALS to sell themselves to you!

STAR RADIO PROGRAMS, INC.
250 PARK AVENUE NEW YORK CITY

Los Angeles

GENE INGE, former Herald-Express radio editor now conducting "Your Radio Critic" on KFWB, has been given the radio rights to all material appearing in the McFadden group of publications, which includes Liberty, True Stories and True Detective magazines. Inge will immediately produce a coast edition of "True Story Court," recently muted on Western stations by McFadden, recruiting the cast locally and releasing via KFWB and the affiliated CRS stations. The new Inge show will take the time being vacated by the current "Let's Go Hollywood" for Clairol. Dramatizations of features in other McFadden mags will follow, with Inge authorized to enter into sponsorship deals for territory West of Denver, it was announced.

KFI is set for a new remote of Harry Rosenthal's orchestra and the South American Rhumba band currently playing at the new La Conga, on Monday, Tuesday and Wednesday nights at 11:30 to midnight, and routed over NBC Red.

Fletcher Wiley, conductor of the KNX "Housewives' Protective League" and "Sunrise Salute," received a letter Saturday from a listener in Alpine County, definitely proving that he commands an audience of 5 per cent of the radio listeners in that area. Alpine County boasts 20 receiving sets.

KDB, Santa Barbara, reports that when the Langendorf Bakeries started the serial "Phantom Pilot" on that station the advertiser's product could not be bought locally, but that there are now 30 stores handling Langendorf bread, following a 60-day campaign to create consumer demand.

Lanny Ross starts his 1938 concert tour March 17 with a return to his native state, Washington. He appears first in Tacoma, then to Moscow, Ida., Corvallis, Ore., Portland, Eugene, San Francisco, Denver, St. Louis and Salina, Kan.

Jeannette MacDonald, who is giving recognition to Bernard Klassen, young tenor, by having him as co-vocalist on Vick's "Open House" over CBS on Sunday nights, also has another protege in Diane Rochelle, Hal Roach's daughter, who wants to make good as a singer on her own.

Lawson Zerbe
PL 3-2600

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

WILLIAM D. GEER

WILLIAM D. GEER, born October 8, 1905, in Galion, Ohio, was a wireless ham so far back that he had to take down a fine aerial and store away his ¼ kilowatt transmitter when the government banned wireless during the War. After graduating from Yale in 1929, he went to work in the editorial department of TIME as a staff writer (Sports, National Affairs). A year later he was transferred to the circulation promotion department under Roy Larsen, who was then circulation manager of Time and Fortune but is now Publisher of Life. The promotion job started with circulation form-letter writing, branched into radio as Roy Larsen worked out the original "March of Time" formula.



Was a wireless ham 'way before the World War...

Starting with the first "March of Time" broadcast on March 6, 1931, "Bill" Geer helped Roy Larsen on the weekly program in one way or another. Then, early in 1934 when Roy Larsen began experimenting on "The March of Time" motion picture, Bill Geer took over complete responsibility for editing "The March of Time" radio show. Since then he has worked out dramatizations of some 2,000 news events on 400 "March of Time" shows (daily and weekly). Late in 1937 his activities were extended to include work on "March of Time" movie promotion and editing, but he is still in for days and nights every week on every "March of Time" radio show.

Geer lives in New York, is married, has one son, William D. Jr., and two daughters.

KMBC Signed to Promote K. C. Commercial Expo.

(Continued from Page 1)

and will maintain a special booth with mike for airing several daily programs featuring interviews with exhibitors and advertisers. KMBC will also display products of those food manufacturers, who sponsor a weekly total of 34½ hours on the station.

Jessel's Oldtimers Show

West Coast Bureau, RADIO DAILY

Los Angeles—George Jessel is reported working on a show which will feature Mack Sennett and such surviving members of Sennett's oldtime slapstick comics as may be available.

Charlie King Back at WIP

Philadelphia—After a cross-country vaude tour lasting two years, Charlie King and his cowboys, one of radio's first hillbilly units, are back at WIP, airing five days weekly at 5 p.m. Tommy Koone, Leonard Hyde, Ray Snyder and Morris Feldman are other members of the troupe.

New WDRC Studio Show

Hartford, Conn.—"Tea Time Revue", featuring studio talent, is a new Tuesday 4-4:30 p.m. program on WDRC. Ray Barrett, announcer, writes the show and acts as emcee. Singers include Nadine Stanley and James Martin. Jerro O'Toole, Al Odell and a string ensemble directed by Joseph Blume also are in the lineup.

FCC Examiner Approves Zenith Tele. Application

Washington Bureau, RADIO DAILY

Washington—Zenith Radio's application for permit to build a television station in Chicago has received favorable action from the FCC examiner, who has recommended granting the request.

Radio Assures Boat in Distress

Pensacola, Fla. — Messages broadcast by WCOA, telling them that help was on the way brought encouragement to a captain and his crew of 12 men on a sinking smack and kept them from deserting the boat when it sprung a leak during high winds and rough seas. Captain Leonard Givens and his crew stood by the Maude F. Silva, down on Campeche snapper banks, until another vessel with equipment arrived. The boat sprung a leak shortly after arrival at the banks and was taking water so fast that the crew kept it afloat only by the use of hand pumps. Suddenly a small radio on the craft brought the voice of a WCOA announcer telling the weary and hopeless men that help was on the way. Captain Eric Anderson, master of the Starland, arrived later with equipment to help the stricken vessel.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

Chicago

QUIN RYAN, WGN manager and broadcaster, returns from Florida vacation this weekend.

Edgewater Beach goes off the air Saturday, terminating its contract with CBS. Orrin Tucker has been playing from the spot.

Lee Sims and Ilomay Bailey have returned to Chicago for visit and vacation.

Gene Walsh, formerly with JJD Melody Kings, now featured as sax player with Hal Kemp's ork at Drake Hotel.

John Flynn, youngest son of Bess Flynn is isolated in hospital with scarlet fever.

Attilio Baggiore, Mutual tenor, will give concert at Municipal auditorium, Fort Worth. All 2,800 seats sold out already.

Ken Ellington, WBBM-CBS special events broadcaster, has rediscovered a sister—or rather she found him—after a separation of more than 15 years. She is Edith Ellington Becktell of Kirkwood, Ill. She recognized his voice on a WBBM broadcast, then she saw him in a newsreel.

Don Pedro's father, Pedro Avelar, died in San Antonio on Monday, Singing-violinist is off his WGN Evans Fur shows to attend funeral. Paul Small taking his place on air.

Clark Dennis, "Fibber McGee" and NBC tenor, flew to New York Monday night to make recordings for Rexall.

Bill Stein, vice president of MCA got back from Jamaica, and immediately departed for New York. Then planned to go to Montreal to take a look at opening of MCA ice show there.

Betty Winkler, headliner of the Girl Alone series, went to Arizona for a dude ranch vacation. Fayette Krum, author of the show, is down there too.

Socony Expands on WOKO

Albany — Socony-Vacuum Oil has extended the time of its WOKO program to 15 minutes, against 5 minutes formerly, and changed the period to 6 p.m. Wilbur Morrison is newscaster and interviewer.

ATTENTION
Advertising Agencies
Experienced Radio Executive
Now Available
One whose 10 years experience in Network and Agency work has equipped him to solve complicated Radio Problems with facility.
WRITE BOX A-136
RADIO DAILY 1501 BROADWAY N. Y. C.

CBS Is Opening Door To Talent and Managers

(Continued from Page 1)

scouts desiring to build up new faces can radio expect to audition talent with promise rather than considerable nondescript hopefuls who flood the average artist bureau. It is Rosenthal's belief that even the watchful eye of the music publisher and his contact men often discover a rare voice and are well qualified to make recommendations.

Although radio can build up nearly every type of artist it needs, the one failing is that of a comedian. The mike is not suited to bringing out the possibilities or latent talent in a comic and in such cases it is Rosenthal's opinion that the stage no matter how lowly the branch, whether small time vaude, what there is left of it, and burlesque, will always have to solve this problem.

Reversion to the personal manager recognition is expected to give CBS first call on many new finds whereas the possibility of being eliminated after discovering and working on a potential comer kept numerous managers and agents from submitting talent to the CBS bureau.

Phelps Reports Support For Anti-Libel Measure

Albany—Station support is marshalling itself behind the bill sponsored by Assemblyman Phelps Phelps to exempt radio stations from libel suits as a result of statements made on the air, Phelps told RADIO DAILY yesterday. Citizens Union of New York also has gone on record for the measure. Phelps, himself a radio commentator on WMCA, will confer with Assemblyman Harry A. Reoux, chairman of the lower chamber Judiciary Committee, before leaving for New York for the week-end.

New WOR Commercial

New commercial on WOR starting next Wednesday at 8-8:30 p.m. will feature Carlo Morelli, Metropolitan Opera baritone, who makes his seasonal debut at the Met. tomorrow. With Morelli will be a mixed chorus of 16 voices and an orchestra under the direction of Alfredo Antonini. Sponsor is V. LaRosa & Son Inc., makers of macaroni and cheese products. Agency is Commercial Radio Service, with Andre Luotto as account executive. Morelli has requested that there be no studio audience.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WSMB—New Orleans

1320 *Kc.*—5000 *Watts Day*, 1000 *Watts Night.*

E. V. RICHARDS, President
HAROLD WHEELAHAN, Commercial Manager

OFFICIALLY dedicated on April 21, 1925, WSMB was founded as a good-will and prestige-builder. The owners, Saenger Theaters and Maison Blanche, did not contemplate a commercial station, feeling that the appreciation of New Orleans amply repaid them for the cost of operating the station. As broadcasting advanced, however, talent exactions by listeners became greater. Because of their theatrical enterprises, the owners were able to "import" talent; yet the need of connecting lines direct to New York became increasingly apparent, and in 1927, the station became the official New Orleans outlet of NBC. For the first time, local listeners heard programs originating outside the city.

Naturally, the cost of bringing network programs to New Orleans added a heavy burden on the operating costs of the station, and the acceptance of sponsored programs from NBC followed. The more elaborate productions thus made available, turned the attention of the owners to the improvement of local programs made possible by sponsorship, and today the station is able to report an imposing clientele with a waiting list most of the time for the more popular hours. At the same time, it has placed limits on commercial programs, preferring sustaining features when favored by public interest.

WSMB is constantly on the alert to new improvements, both in programs and equipment. Surveys are made constantly to ascertain the extent and reaction of its listeners, so that a steady check is maintained. In the field of technical change, it is noteworthy that within a span of thirteen years, WSMB has moved its transmitter-location four times in order to improve volume and coverage.

Two WMBD Programs Moved to Auditorium

Peoria, Ill.—Because studio facilities proved inadequate for ever-increasing audiences, WMBD has moved two Saturday programs to the 600-seat American Legion auditorium.

Despite the season's worst blizzard on the first day of the auditorium shows, both performances were greeted by packed houses. A small admission is charged. First show, "Juvenile Theater" presenting juvenile singers, dancers and dramatists, all under 16, is aired at 11:15-12 noon. The other, "Farm Festival" is heard at 6:30-8:30 p.m.

Courtney-Roxy Tieup

Roxy Theater will cooperate with the Alan Courtney program beginning tomorrow in a deal whereby the theater will give away eight pairs of tickets weekly to persons writing in to Courtney at WINS with gags, blunders, poems, situations or other data that can be used on one of the broadcasts. This marks the first time since the death of "Roxy" that the theater has gone on the air. Program is heard daily except Saturday, 11:30 a.m.-12:30 p.m.

"Those We Love" to Switch

The Pond dramatic serial, "Those We Love", will be switched from its present Tuesday airing to Mondays at 8:30-9 p.m., taking the period now occupied by Campana's "Grand Hotel" over NBC-Blue on April 4.

BOSTON

"Round Copley Square" is a new three-weekly series featuring Ella Wilson, pianist, in all-request programs sponsored by Romanes & Paterson over WORL at 9:15 a.m. Elizabeth Hart does the announcing with bits of news picked up 'round Copley Square.

Pin-O-Glyc (relief for coughs) is using a spring series of announcements on WHDH placed by Dwight W. Norris of Dowd-Ostreicher, Boston.

Maurice C. Thompkins Jr. has joined sales staff of WEEI. He was formerly associated with Boston Evening Transcript.

B. J. Hauser, NBC sales promotion for M&O stations, was in Boston for a couple of days visiting WBZ.

Howie Smart of WORL took his first practical flying lesson at the East Boston Airport the other day. While aloft he combined his flying with his job. He related his experiences as a student pilot to the radio audience from the air by means of the short wave station W1XQ, whence it was rebroadcast over WORL.

WOAI, San Antonio

Ed Voynow of Edward Petry's Chicago office arrived here for a visit early this week.

Pat Flaherty, sports commentator, is to be official announcer and guest of honor tomorrow at the Border Olympics in Laredo.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn
Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING
and
DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS
ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.
CHILDREN (Boys and girls ages 3 to 16): Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.
All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.
Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.
FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.
Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.
625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

NEW HAVEN

Joe Lopez launches his WICC kiddie revue Saturday at 5 p.m.

Frank Gargiulo, soloist of the WELI Polish program, "Three G's," auditions with Horace Heidt at the Hotel Biltmore in New York next Tuesday.

WCOA, Pensacola, Fla.

The Vagabonds, guitar and accordion duo, have returned to the air at 6:45 p.m. each Thursday after a two-week vacation in Wisconsin, their native state.

Henry Stearns, manager of the Saenger Theater, is appearing as announcer and Hollywood commentator on programs sponsored by his theater. "Organ Reflections" with Ann Gaylee at the console are broadcast at 12:45 p.m. and "Hollywood News Flashes" at 10 a.m. each Monday and Friday. The manager appears on both programs.

Lanier Stewart, the "Lonesome Singer," returns to the airwaves each Tuesday evening at 8:30 o'clock after several weeks of personal appearances at theaters in the south.

Ross Gerald, staff announcer and singer, introduced two of his own numbers recently. They are "Just Like Two People Will Do" and "Loving You." Gerald's vocal programs are broadcast each Monday and Wednesday at 4:15 p.m. and Friday at 6 p.m.

Beecher Hayford, WCOA chief engineer, has returned from the NAB convention in Washington and a business trip to New York.

"Jerry," the canary featured on the "Good Morning Man" program, is pulling several hundred letters weekly in fan mail.

WKY, Oklahoma City

Lee Norton, singing star, set for week's personal appearance at Criterion Theater here starting today.

Ken Wright, organist, can solo after several months of flying lessons.

Manager Gayle Grubbe shooting 11 one-putt greens at cow-pasture pool.

WJSV, Washington

Leon Brusiloff has been appointed permanent director of the WJSV Columbians, staff orchestra, according to Frederick A. Long, program director. Leon is the brother of Nat Brusiloff.

Arch McDonald, baseball announcer, is preparing to leave next week for his annual sojourn in Orlando, Fla.



☆ Coast-to-Coast ☆

INTERMOUNTAIN listeners heard a telegraphic sports re-broadcast over KIDO, Boise, Ida., for the first time recently. A play-by-play report of the U. of Idaho vs. U. of Oregon basketball series was the first event of this kind (Western Union wire) ever aired over the Idaho NBC outlet. "Kiddo" Phillips, effervescent KIDO manager, was the Tide Water-Associated sportscaster for the series. Two games were played at Moscow, Ida., two at Eugene, Ore. Although no attempt was made to deceive listeners in the matter of sound effects (crowd noises, whistles and band selection were used), the station had to settle a good many arguments among listeners as to whether the announcer was on the game floor. KIDO was also complimented with wires, letters and phone calls from fans on the excellence of the sportcasts.

Incidentally, speaking of KIDO, when Manager C. G. Phillips interviewed Gene Tunney on the air last week, he chalked up some kind of a personal record. For that made the third world's heavyweight champion to be interviewed by him over KIDO. The others were Jack Dempsey and Max Baer. Manager Phillips is looking ahead to a visit by Joe Louis.

The Fourth World Concert from Australia under auspices of International Broadcasting Union, will be relayed here by short wave, and rebroadcast from coast-to-coast over Mutual on Sunday at 11-11:30 a.m. EST. The broadcast will be relayed to this country by WOR from DJB of the Reichs Rundfunk Gesellschaft in Berlin.

Career of Sol Meltzer, radio script writer, author and playwright, is being directed by Mills Artists.

Col. J. C. Flippen will be feted Sunday night at the weekly Celebrity Party given by Leon & Eddie at their popular rendezvous.

Arthur Boran, mimic and comedian, is making a short subject for Educational pictures titled "Love Is on the Air."

Dorothea Lawrence, following her Sunday recital at the Studio Club in Philadelphia, has been offered several women's club and radio dates. She is heard here regularly over WNYC.

A talk by Governor Lehman on "Unemployment Insurance," recorded by the Division of Placement and Unemployment Insurance of New York State Dept. of Labor, will be heard Sunday at 6 p.m. over WBNX.

George W. Smith, managing director of WWVA, Wheeling, W. Va., made such a hit with his recent talk on "What Helps Business Helps You" before the Kiwanis Club of Bellaire, O., that he is scheduled to deliver the same address before the Lions and Rotary clubs of Wheeling this month. Smith utilized radio technique to put over his subject. Wayne Morris, WWVA program director, appeared as the voice of the business man; Dutch Haid, announcer, was the voice of labor, and Mildred Cogley, secretary, was the voice of the housewife.

After a brief absence, Lawson Zerbe returns to the cast of A. L. Alexander's "True Story" dramatic series tomorrow night at 9:30 over the NBC-Red network.

Dramatic activity at WNYC continues full blast. Under direction of Ted Cott, dramatic director of the station, seven featured programs are hitting on all cylinders. "The White Legion," serial by Jack Bishop suggested by recent gang-smashing activities in New York, has won a tremendous amount of enthusiasm from penologists and parents. "America's Hours of Destiny" is now being mimeographed by Department of Interior and will be available to stations throughout the country as soon as each episode is broadcast by WNYC. Original set-up for the program was by Ted Cott. The Ibsen Cycle is now in its fourth week.

KFEL, Denver, unable to release Mutual's broadcast of the 200th Methodist anniversary program last night, arranged to pipe the program to KPOF, non-commercial in Denver, for release there.

KDYL, Salt Lake City

Ted Kimball, program director, is shopping for an apartment, anticipating the coming nuptials.

Floyd Farr, chief announcer, grooming announcing staff for an increased effectiveness in speech, diction and pronunciation.

Al Priddy, sound effects chief, has designed a streamlined tree-wheel automobile.

By Woodbury, musical director, auditioning talent for new air show scheduled to premiere soon.

Doug Gourlay, announcer, receiving fan mail from Australia and New Zealand on his early-morning "Riders of the Range" programs.

Florence Huntzinger, traffic manager, compiling comparative studies of program-types originating at KDYL for use in check against national polls.

With addition of weekly boxing matches from McCullough's Arena, station now has all major sports covered in a comprehensive schedule.

Former world's heavyweight champion Gene Tunney was interviewed over the station last week while guest of the local American Legion.

KANSAS CITY

Hiram Higsby, rube comedian, has joined KMBC staff to take over production of weekly stage and radio feature, "Brush Creek Follies," which he also will emcee. Higsby was at KMBC in 1928, but lately has been at WLW, Cincinnati.

WHB's safety broadcast, "Man at the Wheel," has been switched from Wednesday to Saturday morning so kids' inquiries on traffic may be answered.

KCMO had a capacity crowd in the Little Theater of Municipal Auditorium for Sunday's opening amateur contest sponsored by Crown Drug. A Thursday night amateur contest also has been sold to Sears-Roebuck.

Emmett "Pappy" Lynn of KMBC's "Brush Creek Follies" and other shows has left the staff to go to Hollywood.

Doorthy Lee Riley and LaVeta Anderson, vocalists, have returned to WHY after a three-year absence. They've been at KOA and KLZ.

KMBC recently installed a unidirectional mike.

WESG, Elmira, N. Y.

"Memory Parade," a new quarter hour program to be heard twice weekly, Wednesday and Friday a.m., features baritone with organ accompaniment. Using old popular tunes.

So great was the crowd on the "Quik Quiz,' street interview show being remoted 60 miles from Hornell, N. Y., that police asked sponsor to build a guard rail around Quik Quizzer Glenn Wililams. Orders were carried out and Quiz takes on more system.

Announcer Ken Powell was caught in blizzard returning by motor from Pittsburgh visit over last week-end.



STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 44 NEW YORK, N. Y., FRIDAY, MARCH 4, 1938 FIVE CENTS

Coast Stations Crippled by Flood

12 Outlets in Los Angeles Are Forced Off the Air Temporarily—Many Western Originations Canceled

Radio schedules were badly disrupted yesterday in the flooded areas of Southern California. The 12 stations located in Los Angeles and Hollywood were forced to leave the air intermittently throughout the day, due in most cases to power failure. KEHE transmitter in an outlying section was under five feet of water, but service was not interrupted. KMTR remained on the air, but canceled several programs to devote time to news bulletins.

NBC, with three solid hours of commercials booked on its Red network labored, until a few minutes before actual broadcast time to complete network relays. Amos 'n' Andy program was sent by special wire to KOB, Albuquerque, N. M., and from there sent to the network. Rudy Vallee and Bing Crosby hours were

(*Continued on Page 3*)

"FIBBER McGEE" SHOW SHIFTING TO TUESDAY

Chicago—S. C. Johnson Co.'s "Fibber McGee" moves March 15 from Monday 9 p.m. to Tuesday 9:30 p.m. in first half of NBC-Red spot vacated by Packard. Shift is to get away from heavy competition of Lux Radio Theater on CBS. Rebroadcast for Pacific Coast will be eliminated, so west will get it at 6:30 p.m. PST.

Reported Burns and Allen show also is considering a shift.

Three Daily Newscasts Sold by WAPI to Client

Birmingham—WAPI claims it has made the biggest sale of a sponsored newscast ever negotiated in Alabama with signing of Moore-Handle Hardware Co. (wholesale hardware) together with Westinghouse for three 15-minute UP news periods daily for 13 weeks. Lionel Baxter, the Westinghouse Reporter, does the spieling.

FCC Approval Awaited In Transfer of WIBG

Glenside, Pa.—To clear up misunderstandings and various rumors about the sale of WIBG, Joseph M. Nassau, president and general manager of Seaboard Radio Broadcasting Corp., which operates the station, has issued the following statement:

"Paul Harron, former part-owner

(*Continued on Page 3*)

Okla. Net to Celebrate

Oklahoma City—Oklahoma Network is preparing a seven-station celebration of its first birthday, April 1, Joseph W. Lee, network director, announces. A celebration program as well as civic events are planned.

Headache Biz Up

Philadelphia—Since passage of the sales tax here a few days ago, headache powder and remedy manufacturers have been doing more business. One station, WDAS, suddenly acquired three headache relief accounts—more than the entire six-month preceding period. The advertisers know a bad thing when they see it, says the radio sales contingent.

KLZ Aids in Flood

Denver — KLZ News Service played a dominant role in covering the California flood via short wave when Los Angeles communication lines were downed. Information, supplied to Editor Fred D. Fleming by "hams" volunteering services, was relayed to Denver INS bureau for first direct L. A. contact. Stories with Winslow, Ariz., Albuquerque and Salt Lake City date lines were filed here. Numerous phone calls gave KLZ credit for first death list picked up by S. A. Harlow, "ham" in Aurora, Colo.

36,800,000 SETS HERE, ENCYCLOPEDIA REVEALS

Chicago—New edition of World Book Encyclopedia, coming out next month, will reveal that thorough research shows radio receiving sets in the U. S. total 36,800,000, including 5,000,000 auto sets. It is estimated that slightly more than 80 per cent of the 32,000,000 homes of the nation are radio equipped.

Hearst Radio Calls Off Chicago Sales Meeting

Chicago—Yesterday's scheduled meeting of International Radio Sales and Hearst Radio station managers was called off at the instance of Eliott Roosevelt, Hearst Radio chief, who had to go to Fort Worth on business. Conference will be held later, according to Naylor Rogers, IRS manager. Local IRS offices plan to move across town to Radio Row on Michigan Ave. this spring.

Four-Hour "Nite Watch" On WIND for 20 Grand

Chicago—Complete "Nite Watch", 12 midnight to 4 a.m., six days weekly, and Sunday midnight to 2 a.m., has been bought on WIND by Axton-Fisher Tobacco Co. (20 Grand Cigarets) for 26 weeks. Agency is McCann-Erickson Inc.

John Shafer to WKY

Lincoln, Neb.—John Shafer, program director for KFOR, has resigned and goes as sports and special events programmer to WKY, Oklahoma City. He will be directly under station manager Gayle Grubb, who was formerly at KFAB here.

DECISION IS RESERVED IN ASCAP-FLORIDA SUIT

New Orleans—A three-judge Federal court took under advisement here yesterday a petition that Florida be enjoined from enforcing its special Anti-Monopoly law, banning associations of copyright owners formed to license public performances, music, and the like for profit. Closing plea was made by Louis D. Frolich, New York lawyer.

The petition asked that Florida's attorney general and county prosecu-

(*Continued on Page 5*)

Legion Buys Half Hour On Quaker State Chain

Philadelphia — American Legion, which celebrates the anniversary of its founding on March 16, has bought a half-hour on Quaker State Network, according to Rodger W. Clipp, network coordinator. Stations making up the network are, WFIL, here; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBL, Harrisburg; WKOK, Sunbury; WEBG, Altoona; WLEV, Erie, and WWSW, Pittsburgh.

Program will consist of speakers and entertainment. Fred W. Smith Jr. of WWSW, Pittsburgh, where program originates, will handle arrangements.

WBAX in Wilkes-Barre Added to Mutual System

Wilkes-Barre, Pa.—WBAX, 250-watter by day and 100 at night, on 1210 kc., joins Mutual System today.

Jiggs Miller at KFAB

Omaha—Don Searle, Central States Broadcasting System general manager, has named Jiggs Miller, who has been program director of KFEQ, St. Joseph, Mo., to the same post at KFAB, Lincoln, to take place of Lyle DeMoss, who recently joined WOW here.

Companion Radio Bills Introduced at Albany

Albany — Assemblyman Arthur Doran yesterday introduced a companion bill to the McCall measure asking regulation of radio companies by the Public Service Commission. This gives the bill a sponsor in both Houses.

A companion measure to the Julius Berg bill on libel over the radio also has been filed by Assemblyman Dollinger, who would define slander on the radio as having the same force and effect as written words.

Both bills are diametrically opposed to that of Assemblyman Phelps, whose measure exempting stations has the backing of radio interests.

CIO Dramatizes Ford

Detroit—"Flivver King," dramatization of Upton Sinclair's "Life of Henry Ford," is being presented by UAW Radio Players under direction of Ralph Marlatt. Program is for educational purposes in the UAW drive to organize Ford workers into a CIO union and is being done in 13 installments by Julia Bristol, with George Ball directing.

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Mar. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135½	135⅜	135⅜	— 1⅛
CBS A	18	18	18	— ¾
Crosley Radio	8⅞	8⅜	8⅜	— ⅝
Gen. Electric	40¼	39⅝	40¼	+ ⅛
RCA Common	6¾	6⅝	6¾	.....
RCA First Ffd	51½	51½	51½	— ⅛
Stewart Warner	9⅝	9½	9⅝	.....
Westinghouse	95½	93¾	94⅛	— 1⅜
Zenith Radio	16	15½	15½	— ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5¼	6¼

New Air Features Syndicate

Chicago — Air-Star Feature Syndicate, radio and magazine publicity and consulting service, has been organized with offices in Mather Tower, Wacker Drive. Members of firm are William Keith, formerly handling radio and publicity for Chicago Motor Club; Joe Fischer, until lately art director of Radio Guide, and Lucille Fischer, formerly of NBC production staff.

George Sutherland at WIP

Philadelphia — George Sutherland, formerly of CBS in Chicago, is a new addition to the announcing staff at WIP. He replaces Jack Barry, who resigned recently.

Heinz Dropping Web Shows

H. J. Heinz Co. is understood to be canceling all network advertising within the next six weeks. The food company now has two shows on CBS —"Magazine of the Air" and "Carol Kennedy's Romance." Latter will be put on disks.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

CURTAILED COURTESY

Does It Sell Merchandise or Alienate Friendly Feeling?

LET'S forget at the moment that we are salesmen; let's forget that we are advertising men, or radio men, or that we have anything at all to do with this business of utilizing the ether waves for the purpose of gain.

And let us put ourselves in the position of the man or woman in the home who has a nice little radio with which he may pick out of the air any one of several programs at any time of the day or night. Let us settle down in an easy chair near the radio and prepare for a period of entertainment. Relax until we are in a thoroughly comfortable position, and at peace with the world. Turn on the machine, adjust the dial, and—

"Good evening, ladies and gentlemen; this program is coming to you through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, sole manufacturers and distributors of the Hifalutin Reinforced Cuspidor and accessories, the only reinforced cuspidor to receive the medal of merit at the Paris Exposition in 1936, and a blue ribbon at the Altoona annual clam bake; a cuspidor than which there is no superior at the moderate price at which it is sold uniformly throughout the United States ($3.93; slightly higher in Canada); guaranteed against wear and tear through ordinary usage; developed through long years of experience, designed by outstanding architects, the Hifalutin Reinforced Cuspidor is a thing of beauty and a joy forever; it has the unqualified endorsement of leading physicians and scientists, has passed rigid tests by the Bureau of Standards, and is approved by the Board of Trade and the National Council of the Retail Crossroads Stores Association. But more of that later. The program continues through the courtesy of the Hifalutin Reinforced Cuspidor Company, Incorporated, with John Doe and his band presenting, 'Swing It'."

Now, still remembering that for the moment you are not an advertiser, a salesman, nor a radio man, what is your reaction to this character of "commercial" that is not infrequent on today's programs?

Please bear in mind that we are not condemning it, nor criticizing it. We are merely wondering whether you, as a radio listener in the home, seeking entertainment and diversion, do not feel that you have displayed greater courtesy in according an attentive hearing to this sales talk than the sponsor has extended to you. If you have thoroughly shakened off your real identity, and have actually assumed the role of entertainment-seeking listener, you are better able than any one else to tell just what effect the talk has produced in your mind. Has it sold the product and made you anxious to patronize the sponsor? Or, do you feel that the advertiser has taken advantage of an opportunity that you innocently gave him? If the latter, to what extent has your friendliness toward the sponsor and his product been affected?

The average fair-minded listener does not begrudge advertisers the few seconds set apart in most broadcasts for the commercial plugs. Radio is supported by advertisers, and most people do not object to the mention of names and reference to the character of the products. Objection increases, however, with the increased use of time in elaboration on the merits of the product, and the question is, just how far the advertiser may go without danger of incurring the displeasure of his listener. We can recall a certain 15-minute broadcast in which 11 minutes were given to advertising and 4 to the actual program. Surely this was dangerous ground.

Suppose a trial were made of the broadcast of an entertainment program without once naming the sponsoring product—merely giving at the beginning and at the end the name of the sponsoring company? Put yourself again in the role of the listener at home, relaxed and a-hungering for diversion. What would be your reaction to such a program and to its sponsors? We will let you answer that question, but it is a fair guess that you will be mightily impressed.

Subconsciously you will elevate those sponsors on a little pinnacle, ascribing to them certain attributes of discretion, good judgment, and refinement that have not impressed you in some other broadcasts. In such a frame of mind it is perfectly conceivable that you will form a very good opinion of those sponsors' products.

Such an experiment has been made, and the results have been delightfully satisfactory. So much so, indeed, that the plan has been logged for an indefinite run. And, to the great credit of the sponsors, they have not gone about the job in an amateurish manner. They are presenting a musical program of two whole hours—the longest contracted for period for a series of broadcasts in the whole history of radio. At the beginning of the program there is the simple announcement: "This program is presented through the courtesy of the McCarthy-Hicks Company." At the end this simple statement is repeated. That is all that is said in the course of two hours aside from announcement of the title of each number played by the orchestra. There is not a word to indicate that McCarthy-Hicks manufacture the best product in their line, and there is not the remotest attempt to apply high-pressure salesmanship. The program goes on from WCAO, Baltimore, at 11 o'clock Saturday night and continues until 1 a.m.

Of course, an untried unknown or a low grade product would not be benefitted by such a program, but in the case of a concern manufacturing a product that has an established reputation and an extensive sale the results have been highly gratifying. There is constantly accumulating evidence that the listening public has enjoyed the programs and appreciated the kind consideration of its sponsors.

WAKO ALBANY, N.Y.
Under One Tent
★ POWER
★ MARKET
★ POPULARITY
Newly Equipped for Super Power

COMING and GOING

A. J. KENDRICK, vice-president and manager of World Broadcasting System, Chicago, is due back in that city tomorrow from conferences in Des Moines. He will then go to New York for conference on ET situation.

LINTON WELLS, commentator on "Magic Key of RCA", arrived in Chicago from San Francisco on Wednesday and will return to New York in the next day or so.

TOM TERRISS flies to Chicago from New York to appear on Sunday's Zenith program over CBS.

DAVE BADER, who has a publicity organization in London, arrived in New York this week and will spend about ten days here before proceeding to the Coast.

A. W. DANNENBAUM SR., president of WDAS, Philadelphia, returns home sometime next week after a fortnight's relaxation under the Florida sun.

CARL HARRIS is in New York from Chicago, where he is promotion and publicity director for J. Walter Thompson Co.

DONALD WITHYCOMB of WFIL, Philadelphia, is in New York on business.

Canadian Ass'n Moves

Toronto—Canadian Ass'n of Broadcasters has moved to new quarters at 1014 Metropolitan Bldg., Victoria and Adelaide Sts.

Miss Heinz Program

Birmingham — When Heinz "Magazine of the Air" was missing from its morning spot last Monday, WAPI reports some 300 telephone calls from listeners who missed the program.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

Stations in California Are Crippled by Flood

(Continued from Page 1)

sent by long wave from KFI, and picked up by RCA Communications station at Point Reyes, and from that point relayed to the network. The M-G-M Maxwell House program, "Good News of 1938," was also aired through the same channels, with an emergency program standing by in the New York studios. Louis K. Sidney, director of the latter show, was in New York and prepared the emergency program which consisted of Eddie Cantor and his regular program plus Robert Ripley and others.

CBS was the first to air a program direct from the center of the flooded area when a special short wave broadcast from KNX was sent via RCA Communications to KSFO, San Francisco, and fed to the network from that point. Gary Breckner, CBS announcer, described the flooded area and introduced Mayor Frank L. Shaw who spoke optimistically. The network had only three airings scheduled from the coast for last night. Dinty Doyle, radio editor for the New York Journal-American, was pressed into service late yesterday to replace George McCall, who was unable to broadcast his Old Gold show. "Hollywood Reporter" and "Hollywood Showcase" were both canceled by the network with dance band pick-ups substituted. Repeat airing of the Kate Smith hour, which goes to 14 west coast stations, was also canceled.

Mutual System, with only three sustaining spots scheduled to originate from its west coast outlets, canceled all broadcasts from the flood area early yesterday afternoon and announced that, if wire service could be established, it would be held open for emergency use only. Kay Kyser and his orchestra replaced "Hollywood Serenade" on Mutual at 10 p.m.

FCC suspended all rules temporarily to permit emergency networks. As in the case of the floods early in 1937, the FCC allowed pick-ups by long wave from stations in the flood area, and allowed the "hams" free reign in emergency work.

Lack of wire service also caused considerable confusion in New York agencies and talent agencies. Several network programs originating in the east were in the midst of talent negotiations with west coast agencies when abrupt termination of service occurred. Wednesday evening programs originating on the coast were also affected by the floods, but managed to get through.

Ford Hour Fades in June

Ford Sunday Evening Hour fades from the air following its airing of June 5, it was learned yesterday. Although Ford retained the Sunday evening spot on CBS last year, putting another show on during the summer months, it is not known if same procedure will be followed this year. N. W. Ayer has the account.

NEW PROGRAMS—IDEAS

Lenten Ceremonies

"The Stations of the Cross," one of the oldest Lenten ceremonies in the Catholic Church will be broadcast by WDAS, Philadelphia, starting today at 1:30-2 p.m. This is the first time that this ancient ceremony, written by Saint Alphonsus De Liguori, has ever been broadcast in Philadelphia. WDAS obtained the permission of His Eminence, Cardinal Dougherty, for the series.

The program will be conducted by Reverend William Edward Campbell, M.A., PH.D. of the Church of Our Lady of the Sacred Heart. Music used on the program and in the ceremony also has its origin in antiquity. It is the "Stabat Mater," the words of which were first written in 1306 and the music in 1661. An instrumental ensemble will be heard in these musical interludes.

While the ceremony is essentially one of the Church, the broadcast of it will bring to the homes of shut-ins, invalids and the elderly the spiritual comfort which they could only obtain in the church.

"Good Morning Man" is Cupid

"The Good Morning Man," who broadcasts a program of request transcribed music over WCOA, Pensacola, Fla., each morning at 7 o'clock, is thinking of starting an "Advice to the Lovelorn" column.

An analysis of fan mail received the past several weeks shows that boys and girls are using his program to send musical love greetings to each other. Songs written around love and romance are the most popular request numbers, and listeners are asking "Good Morning Man" to dedicate the numbers to so and so.

Since the program is broadcast at an hour that catches most listeners as they arise for the day, the request numbers are intended as daily love messages to "start the day off right."

"Building a Cottage"

This daily dramatic number over WAPI, Birmingham, Alabama, will follow the construction of an actual cottage in Arlington Subdivision, as soon as project is sufficiently advanced to furnish subjects for dialogue. Story is of the trials and handicaps of a young couple building a home. It is sponsored by group of local real estate and building supply companies, together with the architect, landscape architect and contractor. Federal Housing Administration is also tied in, demonstrating how a home costing less than $7,500 is built. Script is by Burtt McKee, director of Birmingham Little Theater, who takes leading role with Mary Collette Black.

"Me and the Boy Friend"

Young romancers get a chance in this one to tell the listening world how they fell in love. Series will be sponsored thrice weekly on WIND, Chicago, by Evans Fur Company under title "Me and the Boy Friend." Jimmy Dudley, who will conduct the interviews, says he hopes to settle lovers' quarrels just as part of the job. Account is handled by Auspitz & Lee Advertising agency.

"Dictionary Baseball"

This is a new audience-participation wrinkle on the word game variety, airing over WAAF, Chicago. "Pitcher" is selected from the audience. He hurls a word to a "batter" on an opposing team, also chosen from the audience. "Umpires," armed with dictionaries, rule on the validity of words submitted and correctness of answers. Baseball theme is carried out to include theoretical balls, strikes, and home runs.

Premmac in "Song Vignettes"

Charles Premmac, the French gourmet and music-lover on Mrs. Ida Bailey Allen's "Homemakers of the Air" program over WHN, has inaugurated a series of "song vignettes." Each week, Premmac will present one of these song stories on Mrs. Allen's broadcast. Little known information about noted compositions, their composers and their histories will be told in musical fashion.

FCC Approval Awaited In Transfer of WIBG

(Continued from Page 1)

of WPEN, Philadelphia, and at present majority stockholder in WHOM, Jersey City, and WFAB, New York, has made preliminary negotiations for the purchase of the entire stock of WIBG, at a price that is satisfactory to us. However, the sale must first be approved by the Federal Communications Commission. It is probable that six months to a year will elapse, before we will know if the sale and transfer of stock will be approved in Washington. In the meantime, there will be no change in policy or management at WIBG."

Woodbury Renews 2 Shows

Woodbury Co. yesterday renewed its "Hollywood Playhouse" and Walter Winchell broadcasts for an additional 13 weeks effective April 3. Former program is heard Sundays, 9-9:30 p.m., with Winchell immediately following for 15 minutes. Both shows aired over NBC, Blue network of 57 stations. Lennen & Mitchell is the agency.

WHN Program Changes

Three WHN programs have been shifted to new schedules. Starting today the "Movie Money" radio contest will be heard at 10-10:15 p.m. "Airfinds" will be on the air, starting Monday, at 8:30-9 p.m., and "Now You Decide" begins Monday at 8-8:30 p.m.

SMALL TOWN HABITS?

sure they differ ••• one city from another ••• just as neighbors on one street do ••• but their needs are identical with the world ••• in Michigan's eight major markets there are hundreds of these lively communities ••• plus several cities of 50 to 100 thousand population ••• where people prefer their "neighbor" radio station ••• these markets are united as one peoples by ••••



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

R. R. McGREGOR, formerly associated with Thornley & Jones Inc., in an executive capacity, has been elected vice-president in charge of publicity and public relations of Hays MacFarland & Co., Chicago.

W. H. SANDIFORD, former assistant director of the radio division of the Portland offices of MacWilkins & Cole Inc., has been transferred to the Seattle offices, where he has assumed management of the radio division in that city.

ERWIN, WASEY & CO. INC., New York office, has been appointed to handle the advertising of Fleischmann's Gin, a product of Fleischmann Distilling Corp., subsidiary of Standard Brands.

Roy Atwell Set with Penner

West Coast Bureau, RADIO DAILY

Los Angeles—Roy Atwell, tongue-twisting comic who has been on the Penner show for the past few weeks, has been signed for a permanent spot, and is to be given air credit. Jimmy Grier and orchestra definitely step off the show in four weeks, when Grier closes a four year engagement at the Los Angeles Biltmore to tour with his band.

Tillamook Series Starts

San Francisco—"Dairy Maid," new weekly program sponsored by Tillamook County Creamery Ass'n, started yesterday at 2:30-2:45 p.m. PST over CBS stations in S. F. and Los Angeles. Agency is Botsford, Constantine & Gardner of this city.

"Comedy Stars" Time Change

"Comedy Stars of Broadway," Alka - Seltzer transcriptions heard on WOR every Tuesday and Thursday night, will be heard Sundays only, at 7:30 p.m., starting March 13.

NEW BUSINESS

WGN, Chicago: Zonite Products (Larvex), participation, through McCann - Erickson; Lambert Company (Listerine Shaving Cream), "True Detective Mysteries," through Lambert & Feasley.

WIND, Chicago & Gary: Hartz Mountain Products, announcements, through George H. Hartman Co.; Birk Bros. Brewing Co., spots, through Wexman & Co.; Axton - Fisher Tobacco Co. (Twenty Grand Cigarets), "Nite Watch", through McCann-Erickson; Union State Investment Co., announcements; Santa Fe System Lines, announcements, through Stack-Goble.

WJJD, Chicago: Chrysler-Illinois Co. ETs, through Schwimmer & Scott; Zuercher Cheese Co., ETs, through C. Wendel Muench & Co.; Illinois Bell Telephone, spots, through N. W. Ayer; Perry J. LeRoy (piano lessons) ETs, through V. T. James; 42nd Street Sales Co , announcements; Inter-State Nurseries, program.

WSPR, Springfield, Mass.: Tifft Bros. (investment brokerage), stock quotations; Olson Rug Co., spots.

WMCA, New York: Zonite Products, program with Mae Murray, through McCann-Erickson; Chiropractic Education Bureau, "Keep Smiling", program; Community Opticians Jamaica, Inc., "Five Star Final", through Commonwealth Advertising Agency; Chevrolet, ETs, renewal, through World Broadcasting System; Studebaker Corp., spots, through Roche, Williams & Cunnyngham, Inc.



● ● ● **Little Shots About Big Shots:—Word just arrived from Hollywood that Del Casino, who took a screen-test for Paramount, walked around for three days in his studio make-up—just because he looked so pretty!.... CBS' 7th Ave. studios are being called "International Settlement" because "The Goldbergs," "O'Neills," "Pretty Kitty Kelly," "Carol Kennedy's Romance" and other script shows with varying locales all originate from there....Mary Margaret McBride has located three towns named after her in various states—Mary, Ky.; Margaret, Ala., and McBride, Mo., her home state....Guy Lombardo will introduce "Josef, Josef" Sunday....Teddy Powell, after visiting his mother on the coast, had made plane reservations to return—via the ship that was distressed. However, before the take-off, the plane was delayed and Powell returned his ticket and took a competitive airline back—arriving safely.**

● ● ● *In an effort to establish a new "tag" for the 6 a.m. Farm Hour from Peoria, Ill., officials auditioned "Oswald," pet rooster of Bobby Hill, young son of the station's manager....And Oswald's clarion calls came up to all expectations—but he didn't get the job because the wiseacres couldn't figure out where to keep him during the 23-hour wait between shows....Besides, newly decorated studios are no place for chickens....Irene Gedney, staff pianist of WHAM, Rochester, N. Y., has a hobby which also interests her fiance, Elmer Grabb, WHAM engineer. It's being an amateur radio operator.*

● ● ● **Ben Rocke is building another MBS co-operative show called "Band of the Week"...."Follow the Moon" and Dr. Allan Roy Dafoe fade from the air the same day—April 1....Tom Mix and his "Straight Shooters" fade March 25....Lyda Roberti will hold the Martha Raye spot on the Al Jolson show indefinitely....Phil Baker is planning to use a Goldwyn girl, Dorothy Bell, as a heckler....Tiny Ruffner has 13 advance scripts for "Big Town"....Gale Page, a Chi. radio singer, will appear opposite Edward G. Robinson in his next flicker....Mrs. Dick Stabile (Gracie Barrie) opens at the Versailles next week....Illinois Meat Packing Co. auditioned a new show featuring the Funnyboners at CBS. Woodbury and Phillip Morris did some auditioning at NBC....Kay Thompson will solo-it on the Brewers' show instead of vocalizing with a trio....Paul Douglas leaves CBS to freelance on NBC....Stanley Peyton becomes a CBSlinger....Though contracts are signed Kate Smith won't guestar on the Chesterfield show next Friday.**

● ● ● *Jimmy Dorsey's press agents, knowing that Benny Goodman has a monopoly on the clarinet, while Brother Tommy has the trombone tied up, are planning a complete N. Y. publicity and advertising campaign on Jimmy's saxophone-tooting....Well, at his New Yorker opening the other night, we paid particular attention to hear how his sax sounded—and take our word for it that, outside of letting the sax swing from his neck-band, Jimmy blew every note from his clarinet—which is plenty oke....A bit of confusion seems to hold sway in regard to the status of some of the employees of Major Bowes. According to an announcement yesterday, Wanda Ellis continues as publicity director for the Major, a post she has held for the past three years, while Bessie Mack remains the Major's assistant.... Enric Madriguera goes into the La Conga on March 16....The wife of Ben Bernie's brother, Jeff, was notified yesterday that she won $40,000 in a sweepstakes—which was sold to her by Joe "Banjo-Eye" Santly. Mrs. Bernie had torn up her ticket last week!....Henry Souvaine offices auditioned Bert Whaley, up and coming vocalist, for a network show....same offices yesterday auditioned four shows for a large dairy account*

GUEST-ING

GLORIA SWANSON, on Eddie Cantor program, March 9 (CBS, 8:30 p.m.).

JON HALL, on Kate Smith Hour, March 10 (CBS, 8 p.m.).

MARY PICKFORD, EDWARD G. ROBINSON, EDWARD ARNOLD, HENRY KING, ROBERT MONTGOMERY, TYRONE POWER and JEAN HERSHOLT on "Hollywood Showcase," March 10 (CBS, 10:30 p.m.).

BORIS KARLOFF, on Feg Murray-Ozzie Nelson show, March 13 (NBC-Blue, 7:30 p.m.).

ROBERT WEEDE, with Radio City Music Hall Symphony Orchestra, March 13 (NBC-Blue, 12:30 p.m.).

CHARLOTTE SYMONS, Metropolitan Opera soprano, on "Rising Musical Star," March 13 (NBC-Red, 10 p.m.).

TOM TERRISS, on Zenith Radio program, telling of a weird telepathic experience in the land of the Yezidees in Northern Arabia, March 6 (CBS, 10 p.m.).

ELINOR SHERRY, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

BETTY COMPTON WALKER, interviewed by Frankie Basch, tomorrow (WMCA, 3 p.m.). FREDERICK LEISTER of "Bachelor Born," same program, March 11.

CLIFF HALL, rhythm singer, and JOE SODJA, guitarist, on "Norman Cloutier Presents," March 6 (CBS, 10:30 p.m.).

WILLIAM MAXWELL, on "Book of the Month Club Concert," today (WQXR, 7:30 p.m.). MARGERY SHARP, March 5; WILL IRWIN, March 6; HERSCHEL BRICKELL, March 7; THOMAS MANN, March 8; MARGARET WIDDEMER, March 9.

ART JARRETT, on Al Pearce show, March 8 (CBS, 9 p.m.).

CHARLES MARGULIS, trumpet player, with Joe Marsala and others on "Sunday Swing Concert", March 6 (WNEW, 11 a.m.).

FCC ACTIVITIES

HEARINGS SCHEDULED

April 5: Martin Anderson, Orlando, Fla. CP for new stations. 1500 kc., 100 watts, 250 watts LS., unlimited.

KLAH, Carlsbad, N. M. Vol. assignment of license to Carlsbad Broadcasting Co. 1210 kc., 100 watts, unlimited.

May 23: Peter J. Caldarone, Providence. CP for new station. 1270 kc., 250 watts, daytime.

APPLICATIONS GRANTED

KWNO, Winona, Minn. CP for license for new station. 1200 kc., 250 watts, daytime

KALE, Portland, Ore. CP to increase power to 1 KW. 1300 kc., unlimited.

WTAL, Talahassee, Fla. CP to increase power daytime to 250 watts. 1310 kc., 100 watts night, unlimited.

National Broadcasting Co., New York. CP for seven new relay broadcast stations. 1606, 2022, 2102, 2758 kc., 25 watts.

WJR, Detroit. CP for new high frequency station. 31100, 34600, 37600, 40600 kc., 150 watts.

W9XUY, Omaha. License to cover CP for new high frequency station 31600, 35600, 38600, 41000 kc., 100 watts.

PROMOTION

Bob Becker's Book

Bob Becker, who broadcasts a dog drama series over NBC for John Morrell & Co., Chicago, is author of a book to be published next week by A. M. McClurg, titled "Bob Becker's Pet Book." Publisher, through Henri-Hurst-McDonald, has arranged to advertise book in all papers in cities in which radio show outlets. Jack Ryan, Chicago radio writer, assisted Becker in getting up the book.

Exploiting Radio Polls

KDYL, Salt Lake City, an NBC-Red affiliate, is exploiting the popularity of shows it carries with mailing pieces calling attention the poll preference of the first five programs and the first seven personalities out of ten selected by radio editors and critics coast-to-coast.

Novelty Request Program

Idea here is to get local news items, submitted by listeners directly, for use in station newscasts. Each listener, requesting a song number on the "By Request" airing over WPAY, Portsmouth, O., is required to submit a news item. Show is sponsored by a large group of participating advertisers.

Bill Verner at WAPI

Washington—Bill Verner, formerly with WMAL, Washington, has joined the WAPI staff here as junior announcer.

Announcements in Rhyme

Announcements in rhyme are now being written by Lewis Charles, announcer for the Three Drews, whose song program is heard via WHN on Wednesday nights at 7:45.

Lyman Gets Pilot Award

Abe Lyman received this month's Pilot Radio Award for his work on the perennial NBC "Waltz Time" series. The presentation will be made at the Casa Manana Sunday night at Lyman's 20th anniversary as a bandleader celebration.

BIRTHDAYS



Greetings from Radio Daily

March 4

Lucy Gilman — Madge Marley
Channing Pollock — George Shelton
Margaret Dillon Morris

March 5

Sam Hearn — Chick Johnson
Everett Mitchell

March 6

Rosario Bourdon — Morey Davidson
Bob Dunn — Aaron Friedman
Lefty Grove — J. O. Maland
Jack Stern — Gordon Windham

ORCHESTRAS-MUSIC

TED WEEMS, who returns Sunday to Chicago and to the Varady of Vienna spot on Mutual, where Bernie Cummins has pinch-hit the first two weeks, will not resume on the "Fibber McGee" show, where Billy Mills is doing all right. Weems is back at the Trianon Ballroom with WIND as outlet. Freddy Martin is at the Aragon with same line.

Tommy Van's ork will play at the Flora Stone Mather Junior Prom in the Hotel Cleveland, Cleveland, tomorrow night, with a broadcast over WHK after midnight.

Royal Worth and his band from the Hotel Statler, Buffalo, will air a special program over CBS tonight titled "A Salute to Walt Disney." Entire Disney studios in California will be listening in, and will in turn salute Royal Worth in Buffalo, where the film, "Snow White and the Seven Dwarfs," opens today.

Gotham String Quartet starts a new WOR-Mutual series tomorrow at 2:15-3 p.m. Milton Prinz, cellist, joins the group on this occasion. Other members are Joseph Coleman, Harry Farbman and Milton Katims.

Woody Frisino of the staff of WBAL, Baltimore, has collaborated with Fred B. Hammann, local musical store owner, on a new song, "Only a Faded Rose," just published. They also wrote "Moonlight on the Chesapeake."

Mischa Borr and his ork take over musical chores at dinner in the Waldorf- Astoria's Sert Room for the Lenten season. Xavier Cugat and ensemble play for luncheon. Gala spring reopening takes place April 16, when Leo Reisman and Cugat will again play for dancing.

Ted Tinsley and his crew are latest additions to the "Around the Town" program heard nightly on WDAS, Philadelphia.

Morton Bowe and Sally Nelson will do their guest recording for the Chevrolet "Musical Moments" series on Monday at the WBS studios. Victor Arden is star of the series.

In celebration of twenty years as an orchestra leader, Abe Lyman will be honored Sunday night at Billy Rose's Casa Manana by the leading lights of radio, screen, stage, night clubs, Tin Pan Alley and Broadway. The leader of the Californians will present a gala array of guest stars, including many of the performers who achieved radio prominence through Lyman's aid.

Johnny Hamp and his dance band move into the Casino at the Book Cadillac Hotel in Detroit on Wednesday and will be heard through WJR each midnight except Sunday. WJR's "Casino of the Stars" show, with Harry Wismer introducing personalities of radio, stage and sports, will continue on Fridays with Hamp as maestro.

Ernie Holst's orchestra will be heard from Cincinnati Saturday and Sunday nights at 11:30, over NBC-Red starting March 13.

Decision Is Reserved In Ascap-Florida Suit

(Continued from Page 1)

tors be restrained from proceeding against Ascap under the drastic provisions of Senate bill 679.

With Tyrus Norwood, assistant state attorney, taking the lead, Florida argued that Federal courts lacked jurisdiction because the law was aimed at monopolies and trade restraint, and not at rights of copyright owners. Norwood and attorneys who followed based part of their plea on a state's police powers and on the fact that no prosecution had been undertaken or threatened. Ascap's brief was also technically attacked, and the association was accused of price fixing.

Taking up Florida's police power argument, Ascap attorneys declared the law had nothing to do with "public necessity, health or morals," but was directed against the copyright rights of Ascap members.

Frolich, who had the Atlanta firm of Wiedemar, Wardlow & Caldwell as associate counsel, closed Ascap's argument with a reiteration of attempts to prevent a Federal statute from being enforced, stating: "The state of Florida has a statute governing monopolies. It didn't have to create a similar statute." Ascap counsel contended the law penalties were so severe that its members have declined to accept license fees since the law was effective.

Sitting were: Judges Rufus Foster, New Orleans; August Long, Florida North District; Louie Strum, Florida Southern District. Present in court were: E. C. Mills, Vincent Youmans, and Andrew W. Bennett, as special Florida attorney. Judge Foster said that an injunction, if granted, would be handed down at Pensacola by Judge Long.

G.O.P. Radio Plans

Chicago — Despite reports elsewhere, Republican National Committee plans no widespread use of radio in coming Congressional and state elections, according to William Hard, handling radio activities for G.O.P. Only "free" time is being used at present and until a financial committee is appointed and begins raising funds, Hard said. Blackett-Sample-Hummert places G.O.P. radio time.

Odets Play on WQXR

"Till the Day I Die," by Clifford Odets, will be presented by the WPA Federal Theater Radio Division as the concluding production of the "Contemporary Theater" series over WQXR on Tuesday at 9:30 p.m.

WHO IS THE SMARTEST MAN IN RADIO... today?

Not me . . . I'm not silly enough to claim that.

But . . . 20 years of sales-advertising and merchandising experience, AND . . . 8 years of radio have taught me many of the practical answers.

I SEEK A CONNECTION . . . with an advertising agency—

or

where my abilities can best be used to mutual advantage.

EIGHT YEARS—executing radio programs, creating merchandising ideas to go with them, selling them, producing them—backed by TWENTY YEARS of practical advertising, merchandising and sales experience should be of VALUE to some business.

I BELIEVE . . . I can prove that I can be of added value to your organization.

Your inquiry will be treated in confidence so you need not hesitate to interview me.

I AM NOT NOW EMPLOYED

BOX A-150
RADIO DAILY, 1501 Broadway, N. Y. C.

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Coaxial Cable System Must Undergo Changes

Tests made by American Telephone & Telegraph Co. last year to determine adequacy of the coaxial cable system for television transmission, although successful in demonstrating that the quality of the pictures lost substantially nothing in transmission over the line, indicated that the frequency band was not sufficient to meet the requirements now contemplated for television, it is stated in the annual report of A. T. & T. to stockholders. This will necessitate that the upper limit of frequency of the coaxial system, which for the initial test was set at one million cycles, be raised to approximately three million cycles. No change will be required in the cable itself. When new amplifiers are provided to encompass the larger range of frequencies, the capacity of the coaxial system used exclusively for telephone transmission will be increased to 480, or possibly more, telephone circuits.

Continuous development is being carried forward on radio telephone systems. Construction has been started on a short wave receiving station incorporating a new and ingenious directive antenna which will improve the reliability of European service.

Two additional short wave radio telephone circuits were put into service during 1937, one linking New York and London, the other San Francisco and Honolulu. The circuit to Honolulu introduces the new single side-band system, through which it is anticipated that economies will be made both in the use of radio frequencies and in the amounts of power required to operate the circuits. One of the existing circuits to London was also converted to single side-band operation.

"Quirk of the Season"

Salt Lake City — KSL engineer Ralph Stevenson was riding about the city here recently in station's mobile transmitter unit, W6XBK, a 17-watter. He sent out a signal. It was heard in South Africa. Chief Engineer Gene Pack explained that "a very unique condition of the Ionsphere must have existed." He hailed the stunt as the "technical quirk of the season."

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NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,109,475—Control System. Walter N. Fanning, Alameda, Cal.

2,109,536—Method of Stray Compensation in Tuned Antennae. Wolfgang Kautter, Berlin, Germany, assignor to Telefunken Gesellschaft fur drahtlose Telegraphie M.B.H.

2,109,561—Modulated Carrier Wave Receiver. George M. Wright, Little Baddow, Chelmsford, England, assignor to RCA.

2,109,752 — Oscillator. Waldemar J. Poch, Collingswood, N. J., Ciro C. Martinelli, West Collingswood, and Alfred H. Turner, Collingswood, N. J., assignor to RCA.

2,109,760 — Amplifier Circuit Scheme with Push-Pull Output. Rudolf Urtel, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,109,834—Electron Discharge Apparatus. Felix C. Blancha, Manoa, Pa., assignor to RCA.

2,109,835 — Antenna with Reducted Zenith Radiation. Henri Chireix, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,109,843 — Apparatus for Generating and Applying Untrashort Electromagnetic Waves. Ernst E. Wilhelm, Kassner, London, England.

2,110,016—Antenna System for Motor Vehicles. George W. Fyler, Schenectady, N. Y., assignor to General Electric Co.

2,110,046—Broadcasting with Reduced Band Width. Nicolaas Koomans, The Hague, Netherlands.

2,110,082—Electrical Oscillation Mixing Circuit. Harold Granger, Alexandria, Va., assignor, by mesne assignments, to Bendix Radio Corp.

Station Improvements

Chicago — WLS has been granted permission by the FCC to move transmitter site, install new equipment and make changes in antenna.

Providence — License to use old main transmitter as an emergency auxiliary has been granted to WPRO here. FCC also gave the station permission to install new equipment.

Louisville, Ky. — CP authorizing change in transmitter site and installation of new vertical radiator has been issued by the FCC to WHAS.

Laconia, N. H. — WLNH has received permission to make changes in automatic frequency control equipment.

St. Louis — Permission to install new transmitter has been granted by FCC to Station WEW here.

Carthage, Ill.—WCAZ here is seeking permit to make change in equipment and increase power to 250 watts.

Jackson, Tenn.—WTJS has applied to FCC for permit to install new transmitter and vertical antenna. Station also contemplates moving transmitter site.

Milwaukee, Wis. — CP to make changes in equipment and increase power to 250 watts is being sought by WEMP here.

Salina, Kan.—KSAL has applied to FCC for permission to change frequency to 1120 kcs. Station would also make changes in equipment, install directional antenna for night use, and increase power to 500 watts night, 1 kilowatt day.

Jackson, Mich.—Authority to make changes in automatic frequency control equipment is sought by WIBM here in an application to the FCC.

Wilson, N. C.—CP to change frequency to 1420 kilocycles, make changes in equipment, and change power to 2450 watts day, unlimited time, is being sought by WGTM here.

Gallup, N. M.—KAWM is seeking authority to make changes in equipment, boost power to 100 watts night, 250 watts day, and make changes in vertical antenna.

On Tabernacle Control Job

Salt Lake City — Engineers Dick Evans and Mel Wright have been assigned to new sound control within famous LDS Tabernacle, to rush finishing touches on job for KSL here. The two will drop their studio assignments for the work.

Completing Control Console

San Antonio — Maintenance chief Theil Sharpe of WOAI will shortly complete intricate wiring on station's new control console which can operate three new WOAI studios simultaneously. Work on the studios will start soon.

Boake Carter Home Studio Designed Like City Room

Philadelphia—Work is rapidly nearing completion on Boake Carter's new "home" studio in suburban Philadelphia. Studio, to be housed in a new wing to the commentator's home, "is planned along the lines of small local city room," Carter said. There is a six-sided copy desk where one man will sit in the "slot" and handle all the news items that come across the desk from various sources. Carter will sit on the "rim" and select, condense and check the items he plans to use on his evening broadcasts. A bank of teletype machines close at hand will carry the latest news from all parts of the world, and a direct telephone line from the commentator's home to his Philadelphia office will facilitate quick check-ups.

Carter's initial broadcasts for his new sponsor have originated in New York, pending completion of the new layout. He got the idea for the "private" studio while confined to his home last July suffering from an attack of pleurisy. At that time, a temporary broadcasting setup was installed at the house.

Universal Mike Bulletin

Inglewood, Cal.—Universal Microphone Co. has issued a special bulletin illustrating its various types of hand microphones, with circuit diagrams for call systems in hospitals, paging systems, police and other portable transmitters.

SAY *When...*

You'll get your job when you want it . . as you want it. Our facilities make service a matter of routine.

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Los Angeles

BILL BACHER, erstwhile producer of "Hollywood Hotel" and briefly of "Good News of 1938," is reported readying a new show in which Leopold Stokowski and Deanna Durbin would be the featured personalities, with a symphony orchestra utilized in the manner of "100 Men and a Girl." Bacher also has an airshow in work with the Marx Brothers, and still another in the discussion stage with Dick Powell and Joe E. Brown the proposed headliners. General Motors is hinted as the sponsor being aimed at.

Constance Bennett must file an amended complaint showing actual monetary loss through the alleged libelous statements of Jimmy Fidler over the air before she can recover any part of the $250,000 asked for her suit against the air chatterer, Judge Robert Kenney ruled in Superior Court yesterday. The jurist gave Miss Bennett's attorneys 10 days in which to amend the complaint and charge slander and financial loss rather than libel.

Haven MacQuarrie had his watch and pocketbook lifted by a sneak thief backstage during his last Sunday's broadcast at the El Capitan Theater. Nice way to treat a home town boy on his return visit.

Gene and Glen get a new sustaining period on KECA and the NBC Pacific Coast Blue Fridays at 6-6:15 p.m., with probable added session on Tuesdays at the same hour after March 15.

Larry Kent and his orchestra will be heard via KNX from the Beverly Wilshire nightly at 11:00-11:30, and will be routed over CBS on Friday nights at 9:30-10.

Wesley Tourtellotte, KFI-KECA staff organist, replaces Sibyl Chism as organist for "One Man's Family" when Mrs. Hal Bock moves over to the rival network to provide the organ accompaniment for "Lum and Abner" on their new Postum series.

Union Oil is dropping the perennial favorite, "Thrills," written and produced by Frederick Dahlquist of American Radio Features, in favor of a new show headed by John Nesbitt, Donald Novis, The King's Men and David Broekman's orchestra. New one initials on April 27, on the same 6:30-7 Wednesday night schedule over NBC Pacific Coast Red.

Alice Faye and Tony Martin will guest with George Fischer on his Mutual "Hollywood Whispers" Sunday night. Broadcast will be from the forecourt of Grauman's Chinese, and the occasion is the impression in imperishable concrete of the hand and footprints of the two stars.

KMTR has a "Wishing Well" in the patio of the new studio on Cahuenga. So everyone can wish for a sponsor?

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

ARCH SHAWD

"THAT which is worth doing, is worth doing well" is perhaps more indicative of the character and business acumen of Arch Shawd, sales manager for King-Trendle interests, than paragraphs and paragraphs of description and delineation.

Arch, as he is familiarly known to his colleagues, has at last found his niche. Radio, as he himself states, is his preference and joy. The road to his present situation, however, picturizes a long travail starting from early teen age, when after high school hours he broke into newspaper work selling want ads.

Finding newspaper work to his liking, after college days, he eventually broadened his experience on Chicago newspapers, later followed by selling display advertising on the Metropolitan papers of Detroit.



His fetish is ideas—and doing things well.....

The newspaper background equipped Shawd unwittingly for radio and stands him in good stead today in his capacity as sales manager for WXYZ and the Michigan Radio Network. Arch's fetish is ideas. His ambition to bring ideas that click to radio invites contact with any and all sorts of people in all phases of life and all to the purpose of furnishing valuable entertainment with charm.

Arch Shawd's outlook for 1938 predicts substantial increase in Michigan Radio Network billing due to the constantly increasing quality of offerings and the strengthening of listening habits of radio families whose loyalty and appreciation for the home town station constantly builds increased listener volume.

Shawd was born in Ohio, but sojourned to Michigan shortly after the World War, during which he served in the Marine Corps.

ST. LOUIS

Josephine Halpin, KMOX "One Woman's Opinion" commentator, bankrolled by St. Louis Dairy Co. for a trip to her home town of New Orleans, where she'll handle description of Mardi Gras for KMOX and CBS.

"Lone Ranger" ETs have been bought by Papendick Bakery over KWK for a year.

Walter Remedy Co., Alka-Seltzer ETs and Barton Mfg. Co. announcements are among latest KMOX business.

Frank Rand and Jack Van Volkenburg of Chicago were recent visitors here.

"Mrs. O'Brien's Boarding House", daily KWK program, gaining favor. It's directed by Bert Igou, new talent head.

WQAM, Miami

Peggy Stone, head of station relations for International Radio Sales, visiting friends here.

Ted Husing worked the P.A. system for Sonja Heine's ice carnival.

Dinty Dennis, Kellog sports commentator, awarded two gold trophies to top fishermen in Greater Miami Fishing Tournament.

Texas Dave McHenry is back on WQAM warbling staff after a year in vaude.

Leslie Harris aired ceremonies at laying of new Miami Beach Post Office. Postmaster General Farley chief speaker.

DALLAS

KRLD is breaking in a pair of new announcers, Roy George, formerly of KTAT, Fort Worth, and Howard Bogarte, from Dallas Little Theater Drama School. James Crocker is shifting from mike staff to sales department.

WFAA will carry the series from the State Penitentiary starting Tuesday via WBAP, Fort Worth.

William Karn of KPDN, Pampa, won out in auditions for a new WFAA announcer to replace Bill Hightower, who joins Southwestern School of Radio Broadcasting.

Earl Kalusche, veteran WFAA announcer, will be the daily news commentator with Griffin Shoe Polish and A. Harris & Co. store each sponsoring three days weekly.

Lasses and Honey, oldtime vaude actors recently heard on Rudy Vallee program, will guest Sunday for Pepper-Uppers program.

WDAS, Philadelphia

A. W. Dannenbaum Sr., prexy, is returning next week from a fortnight in Florida.

Pat Stanton, vice-prez, thought it would be a good idea to air a symposium on business conditions. After several statements from so-called economic royalists, he gave up. Statements unsuited to fragile WDAS mikes.

Harold Davis, program director, assumes new role as Early Bird on "Breakfast Express".

Evangelist John Ford of Washington now heard in a series tied up with his personal appearances at Scottish Rite Temple.

Chicago

WHEN Boris Karloff comes here March 18 for five-week guest appearance on "Lights Out" at NBC he will be supported by Betty Winkler, Betty Caine, Helen Behmiller, Harold Peary, Phillip Lord, Arthur Kohl, Macdonald Carey, and Bill Joyce handling sound effects.

Trading Post, Chicago store, launching three a week Hollywood News program featuring Betty Ann Brown as commentator over WIND. Account is handled through Burnet-Kuhn agency by Lew Goodkind.

Forrest Lewis of Buck and Wheat comedy team heard on "Aunt Jemima" show back from Florida.

Charlie Agnew's orchestra playing at Merry Garden's is on NBC, spot having capitulated to demand of $100 week service charge for remote sustainers.

Carl Harris, director of promotion and publicity for J. Walter Thompson Co., in New York conferring with the home office.

Leonardo Aramesco, European operatic tenor, is here for several guest turns on the Germania hour on WIND. He sang at Salzburg last summer.

WPTF, Raleigh, N. C.

"Tar Heel Tales", historical episodes about the state, starts March 10 for Commercial Printing Co.

John Field Jr., formerly with Free & Peters, arrived this week to take up his new duties as sales manager.

Two presentations of "The Melody Boys" and resulting mail response fetched a sponsor in Zebulon Supply Co. (farm and home supplies). "The Yodeling Kid", ET presentation, also won a sponsor in Smith's Heating System, Kinston, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins the announcing staff March 14.

"Red River Valley" is rehearsing for an early debut. John Rae will emcee, with The Melody Boys and Kingham Scott at the organ.

WPAY, Portsmouth, O.

Try-Me Furniture Co. is conducting an elaborate campaign, using two daily shows. John Seagel in 15 minutes of ET hymns is presented in the morning, while Audrey Moore, hillbilly ballad singer, appears at 5 p.m.

Jack Nobel, hillbilly who hails from Chillicothe and journeys here each Saturday for his half-hour program, is the station's biggest mail-puller.

WICC, Bridgeport

George and Juanity, hillbillies, take over 8:30 a.m. spot in response to demand.

Actress Dion Sabatini is a new voice in the station's production group.

PHILADELPHIA

John Thorp, former sports writer, takes over the KYW sports broadcasts of Kerby Cushing, resigned.

Horace Feyhl is now the emcee on "Studio A" revue over WCAU.

Gene Moore and Gertrude Altrogge of WIP's "Music Box" will trek altarward shortly.

Alan Scott, who has been confined to his home with a leg injury, returns to the air shortly.

Jack Steck is emceeing WFIL's latest "Auditions on the Air," now emanating from a 1600-seat auditorium.

Lou London has taken on the added job of music librarian as well as announcing at WPEN.

Norris West and George Hogan of WCAU are working on a new series of dramatic programs, which will be announced shortly.

Vernon Crawford is now handling one of WFIL's newest programs, "Dog Heroes."

Carol Cramer's "Keyboard Capers" are now being heard over WIP.

Robert Ellmore will be heard at the organ over WFIL.

A new program over WIP features Bob Nellor and his dummy, Dizzy Dugan, who interviews patrons of a local nite spot.

Frances Carroll is now singing in an afternoon spot over KYW.

Mills Spooner and Dave Tyson are now heard on WFIL's "Melody Man" program.

Ann Tannin is latest addition to the song staff of WIP.

Rodger Williams is again being heard over KYW.

WJR, Detroit

Ron Gamble, formerly at WHIO, WKZO and WJIM, joins the announcing staff here next week.

Last hour of the N. Y. Philharmonic-Symphony will be piped by WJR to WJBK starting Sunday. The local CBS outlet also is feeding the symphony program to WTOL, Toledo.

WJNO, West Palm Beach

Manager George A. Hazlewood has received many comments on new station setup, which includes all the CBS commercials that come into Florida. Station has made rapid strides in the short year since its debut.

Last night's "National Used Car Week" broadcast, with Edsel Ford and other speakers, had WJNO on its list of outlets.

ONE MINUTE INTERVIEW

BOB CARTER

"No longer are announcers announcers. Today they're more like staff emcees. With the trend to vox pop and special events programs bigger than ever, the crack announcer now needs plenty of fast-thinking ad lib ability. Especially is this true of independent stations where program variety must be obtained with minimum expense."

☆ Coast-to-Coast ☆

IN the medal award included in Annual Advertising Awards for 1937, made by Advertising & Selling to the advertiser, agency, broadcast facilities or individual for excellence of commercial announcements, this particular award went to N. W. Ayer & Son Inc., with a special reference to the Kellogg "Singing Lady" and Atlantic Refining Company "Football Broadcasts." Included in the latter was special mention to the Virginia Broadcasting System, which carried 13 Virginia and Maryland games last fall. Included in the VBS network were stations WRNL-WPHR, Richmond and Petersburg; WGH, Newport News; WBTM, Danville; WLVA, Lynchburg; WCH, Charlottesville; WDBJ, Roanoke, and WSVA, Harrisonburg, Va. The campaign used by Atlantic and placed through N. W. Ayer included broadcasts of football games from the field, gridiron forecasts, contests, dealer tie-in window displays, and dealer handbooks. Most of the Virginia games were fed to VBS by WCH, Charlottesville.

A group of four Negro boys and girls called at WHK, Cleveland, the other day and asked: "Could we please have an audition?" They finally got to Russell W. Richmond, WHK-WCLE program director, who immediately gave them a 15-minute spot on Fridays at 7:15 p.m. The group is called "The Jungle Bugs."

Faith Baldwin, author, will speak in the Higbee Auditorium before members of the Women's Advertising Club, Men's Advertising Club and members of the Panhellanic Congress, and a group from the Cleveland Playhouse will dramatize characters from her latest books as a part of the program to be carried by WCLE and Mutual on March 12 at 2-2:30.

Ed Norton, chairman of the board of WAPI, Birmingham, and majority owner of WMBK, Jacksonville, recently was host to Father Godin, president of Loyola University, New Orleans, owner of WWL. Father Godin visited the transmitters of all Birmingham stations—WAPI, WSGN and WBRC.

A special three-hour broadcast will be presented over WOR early Sunday, 2-5 a.m. Arranged through the cooperation of the Newark News Radio Club, a world wide organization, the broadcast will salute club members in every state in the Union and several foreign countries. The Newark News Radio Club is composed of men and women broadcast and short wave listeners whose hobby is logging distant stations.

Etna Young, stewardess-nurse on the "Shenandoah," crack New York-Chicago limited of the Baltimore & Ohio Railroad, will be guest of Glenna Strickland on her "Kitchen Kapers" program over WNEW, tomorrow at 11:00 p.m. Miss Strickland will interview Miss Young, who is one of the first train stewardesses in the East, about her work. Reginald Bailey, 13 year old boy soprano, who was to have been Miss Strickland's guest on this program, will not appear but will be guest at some later date.

Shirley Temple will broadcast for the second time in her career at 11:30 tonight when she speaks from the lobby of Grauman's Chinese Theater in Hollywood, at the preview of her latest picture, 20th Century-Fox's "Rebecca Of Sunnybrook Farm." As on the previous broadcast (the premiere of "Wee Willie Winkie" last summer) Shirley's voice will be carried over the Mutual Network. Program will originate at KHJ, Los Angeles, and will be aired in the east by WOR. Other principals in the cast who will be heard in the half-hour lobby pickup are Randolph Scott, Jack Haley, Gloria Stuart, Slim Summerville and Bill Robinson. George Fischer of the "Hollywood Whispers" program will emcee.

"Platter Chatter," a new mid-day program, heard for the first time this week over WINS, brings to the microphone a new WINS personality, Jack Negley, who comes to radio via stage and screen. The title of the program derives from Nick Kenny's Saturday column of the same name, and will feature, on one broadcast every week, recordings recommended by the radio columnist.

Beginning Monday at 2:15-2:30 p.m., a new musical program known as "Songs By——" will be heard Monday through Friday on WINS. Program will feature a different singer on each broadcast, to be selected by Louis Katzman, WINS musical director. No announcement will be made of the identity of the soloists until the actual broadcast.

WBIL today presents the first of a series of the Beethoven Symphonies to be heard on Fridays at 2-2:45 p.m. Richard Norman will act as commentator.

SAN ANTONIO

George W. Johnson, KTSA manager, back from Oklahoma City visit.

Pan-American Tower is the new name of building housing KMAC.

Vernon Geyer, organist, featuring DeLores, songstress, in a nightly KMAC broadcast from Alhambra Club, will shortly be sponsored on a hookup by Nevlo for Nerves and Starkist Floatation Toothpaste.

Manager Howard Davis of KMCA is having a huge amateur show in Muny Auditorium on April 1 at 8:30 p.m.

WJBK, Detroit

Return of Jack Douglas, local favorite, is being announced by multi-colored posters on all Detroit street cars. In addition to being the "Old Nightwatchman" for 2¼ hours each morning starting at 6 a.m., Douglas has taken on the half-hour 12:30 "Sunshine Express."

George Hall, program director of UAW Radio Dept., which airs daily over station, recently married Sally Huxford of Evanston, Ill.

Silvertone Quartet is providing harmony for the Saturday night UAW program.

Angus Pfaff, chief announcer, and Mrs. Pfaff are off for two weeks in Florida. On their return, Bob Longwell, merchandising director, visits his home town, Indianapolis, for two weeks.

Townsend Plan Committee has taken a 15-minute talk on Sunday afternoons. Wonder Bread is another new account, using one-minute announcement in Polish preceding WJBK's two daily Polish hours.

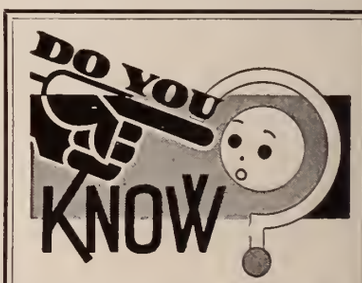
WAAF, Chicago

Jack Odell and Don Bolt are collaborating on a new Sunday afternoon show, "News Oddities."

Joe Silver is announcing "Songs of Yesteryear," new Sunday a.m. commercial for Halco Institute.

"The Canary Serenade" has turned out to be the station's biggest mail puller.

Joy Fairman, soprano, has started a series of light classical songs, with occasional pop numbers.



Frank Purkett, vice-president and general manager of Associated Cinema transcription studios in Hollywood, once operated a chain of theaters in mid-central California, deserted the cinema at about the time "talkies" got going, but finally wound up very much concerned with disks and sound after all.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 45 NEW YORK, N. Y., MONDAY, MARCH 7, 1938 FIVE CENTS

748 Stations in Nat'l Airmail Week

Record Network is Assembled to Promote Event—Charles Crutchfield is Directing Radio Activities

By NORMAN WEISER

The largest number of stations ever assembled to promote any one single event—748 outlets in all—has been set by Charles H. Crutchfield, WBT program director, who has been named National Radio Director of the National Airmail Week, May 15-21. A preliminary send-off will be given the event in a broadcast over the three major networks on March 31.

Crutchfield, who has secured the full co-operation of every outlet in

(*Continued on Page 3*)

OAKITE PRODUCTS SETS SPRING SPOT CAMPAIGN

Along with newspaper advertising, Oakite Products Inc., will conduct an increased spot radio campaign this Spring, placed by the Calkins & Holden agency. KDKA, WTIC, WCAU and WBZ are now being used, with other outlets to be added. Company states that, by consistent use of radio and newspaper advertising, company's sales have maintained an uptrend even in the recession period.

Makelim Adds to Staff; Plan New WHIP Studios

Chicago—Edmund A. Faulkner has been engaged by Hal R. Makelim, manager of WHIP, as a new member of the sales staff. Faulkner has had

(*Continued on Page 3*)

George Case Takes Over Program Post at WDNC

Durham, N. C.—George T. Case, who recently resigned his announcing and production post at WIS, Columbia, S. C., to join WDNC here as production manager in charge of all programs, takes up his new duties today. Case previously was associated with stations in Cincinnati and Chicago.

Wheeling Steel Expands

Wheeling Steel Corp., using five outlets on Mutual since Jan. 2, went coast-to-coast yesterday, adding the Don Lee network with exception of Washington and Oregon stations. Steel company has been using company talent. Richfield & Co. is the agency.

Lucky Ill Wind

Philadelphia—When Gene Edwards had a tire blowout and didn't show up at WDAS to announce the "Kiddies Follies," Musical Directress Marian Black thought it would be a good idea to let each kid announce himself. A sponsor liked the idea and bought the show. The salesman on the account bought Edwards two new tires—for being late.

Toscanini Tale

Dr. Frank Black vouches for this. When RCA and NBC bosses introduced Toscanini to the newly formed symphony orchestra they had much praise for most of the men, but apologized for the oboe player. He wasn't really tops, they said. Story got around that Toscanini would give the oboe boy the devil after the first rehearsal, and everybody was primed for it. Instead, the maestro approached the timid fellow and said: "Signor, you are a great artist." It worked. The guy has been playing as if inspired—and now is regarded the ace oboe player of the country.

McNINCH AGAIN REVEALS OPPOSITION TO TAX BILL

Washington Bureau, RADIO DAILY

Washington — As indicated two weeks ago in a RADIO DAILY interview, FCC Chairman Frank R. McNinch reiterated his objections to the Boylan bill, which seeks to place a wattage tax on stations, in a letter last week to Chairman Doughton of the House Ways and Means Com-

(*Continued on Page 3*)

Philco's 1938 Business Headed for New Record

Philadelphia—There is no recession in the use of radio sets, according to Philco, which reports that results of its parts and service division in the first two months of this year point to one of the best years, if not the best, in the company's history.

January parts business was 25 per cent ahead of the corresponding

(*Continued on Page 2*)

GENERAL MILLS, P. & G. SHIFTING THEIR SHOWS

The General Mills "Gold Medal Hour," which switches from CBS to NBC-Blue network the first week in June, will be replaced on May 30 in its 1-2 p.m. period by Procter & Gamble. With five 15-minute programs five times weekly now on CBS, it is expected that one show will be aired on a split network to

(*Continued on Page 10*)

Batch of New Business Added to WINS Schedule

A. Schillin, recently appointed sales director of WINS, has added the following new accounts to the station's books since Feb. 28:

Michaels Credit Department Store, six half-hour periods a week (musi-

(*Continued on Page 2*)

New WLS Transmitter Ready by Next October

Chicago—Having received FCC authorization for its new $250,000 transmitter, WLS will begin construction at once on 586-ft. Trucson steel tower and 50,000-watt RCA equipment, with plans to have it in operation Oct. 1. WLS has been sharing with WENR since 1931. New transmitter will greatly expand station's listening area and afford better reception, according to Manager Glenn Snyder.

ROI TAN BACK APRIL 1 WITH BIGGER CAMPAIGN

Spot campaign for Roi Tan cigars is being resumed April 1, with the station list still incomplete. Approximately 60 outlets will be used according to present setup. Some towns will have two campaigns on as many stations, other small watters in some cases will be eliminated as compared to last year while additional announcements will be placed elsewhere

(*Continued on Page 10*)

Petrillo Reported Seeking Return of Chi Air Outlets

Chicago—While James C. Petrillo, musical boss, declined to let band leaders dig down into their pockets when big stations began assessing remote spots $100 a week service charge which resulted in most major places going off the air, he is now said to be seeking to work out ar-

(*Continued on Page 2*)

☆ THE WEEK IN RADIO ☆

. . . AFM Prepares Disk License

By M. H. SHAPIRO

EXECUTIVE Board of the AFM held sessions during the week . . . mostly taken up with the question of licensing the transcription and phonograph record makers . . . as is generally known, this is the plan whereby the smaller stations are expected to be brought into line in the matter of hiring musicians, if in the opinion of AFM the outlet can afford it as judged by gross receipts less usual commissions . . . Phil Loucks has already asked the Executive Board not to take any hasty action against the independents not in the IRNA plan of settlement . . . Loucks will attend at least one session of the AFM Executive Board . . . Meanwhile the IRNA special advisory committee, before exchanging contracts held in escrow and disbanding itself, wants

(*Continued on Page 2*)

Radio Annual Out

First edition of Radio Annual, published by RADIO DAILY, is on its way to subscribers today. The volume is of standard book size, numbers 960 pages, with a handsome blue, red and gold cover, and packed with information about radio stations, programs, artists, television, facsimile and the many other departments and phases of the business of broadcasting.

RADIO DAILY

Vol. 3, No. 45 Mon., Mar. 7, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, Mar. 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135⅜	135⅛	135⅜	— ⅛
Crosley Radio	8	8	8	.....
Gen. Electric	40	39½	39¾	+ ⅛
RCA Common	6⅝	6½	6⅝	.....
RCA First Pfd.	51½	51½	51½	.....
Stewart Warner	9⅜	9⅜	9⅜	— ⅛
Westinghouse	93⅞	93	93⅞	+ ⅝
Zenith Radio	143¼	141¼	143¾	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5⅛	6⅛

"Hollywood Hotel" Show Flooded Out of East

Due to impaired facilities resulting from the California flood, last Friday night's "Hollywood Hotel" broadcast over CBS did not reach the east until the last eight or ten minutes of the hour program. Columbia Symphony Orchestra was rushed into the breach.

International Disking Series

International Radio Productions, Hollywood, transcription division of International Radio Sales, Hearst Radio affiliate, will produce the radio version of "Jungle Jim" and "Feature Story of the American Weekly," effective April 10. Both programs are heard over 250 stations at present.

Series was formerly handled direct by King Features, but the entire radio department at that organization has now been disbanded. Howard Esary, managing director of IRP, will supervise all casting, direction and promotion of the two features.

WANTED

Address of B. J. WILLIAMS, active in promotional sales
Address WOPI
Bristol, Tenn.

☆ THE WEEK IN RADIO ☆

. . . AFM Prepares Disk License

(Continued from Page 1)

to make sure the ET and record situation will work out satisfactorily in accordance with AFM promises. . . .

Coast stations were badly hampered by the floods . . . while ad agencies and program departments of networks and others were in a dither until the last minute, wondering whether programs were coming through from the Coast or whether substitute shows would go on from the East . . . fast work by engineers and traffic men solved the problem and service came through on schedule for the most part . . . Used car campaign using some 400 stations for spot announcements . . . AFL goes after time on the air, with Bill Dolph of WOL, Washington, handling the situation . . . but if the AFL gets time, sustaining or otherwise, then the CIO believes everything is Jake and will also want the equivalent of whatever the AFL gets. . . .

WLW hearing on limitation of power will come up before the FCC on May 16 . . . there are about 15 other big watters who seek 500 kw. authorizations also . . . Supreme Court in Washington upheld the Circuit Court of Appeals in reversing the conviction in the lower courts of Norman Baker and E. R. Rood for violation of FCC whereby disks made this side of the border were shipped and broadcast from the other side . . . Court held that the language of the Communications Act does not actually forbid such practices . . . Dr. Otho Fulton, facsimile inventor and pioneer of facsimile transmission, died suddenly of a heart attack . . . his demise will not disrupt the facsimile organization with which he was connected. . . .

NBC made an agreement with Arturo Toscanini to conduct NBC Symphony concerts for three more seasons at least . . . the eminent maestro will be back in October for NBC . . . Two Idaho outlets were added to NBC network, reaching the 146 station mark for its two webs . . . Ascap test of the constitutionality of the Florida anti-Ascap law was heard in New Orleans and decision reserved . . . Florida attacked the suit's jurisdiction in the Federal court because the law was aimed at monopolies and restraint of trade and not copyright owners . . . Tyrus Norwood headed Florida counsel. . . .

CBS artist bureau keeping its doors wide open for new talent, mostly that which can be developed into personalities . . . not that CBS ever completely closed its doors to such, but special efforts are being made at the present time, with the important item being the personal manager recognition . . . Another bill introduced in Albany asked regulation of radio companies by the Public Service Commission . . . New cyclopedia ready for the press shows 36,800,000 radio sets in the U. S.

Batch of New Business Added to WINS Schedule

(Continued from Page 1)

cal show) and 18 five-minute news periods a week (Hyman Levy Agency); Howard Co. Jewelers Inc., six 15-minute periods a week on Alan Courtney's "Gloomchasers" (Hyman Levy Agency); Meier Credit Co., 28 spots a week (Hyman Levy Agency); American Institute of Food Products, six half-hours a week, "Woman's Page of the Air," and six 15-minute periods a week on "Foodcaster" (Sheck Advertising Agency); American Clothes, six 15-minute periods a week on "Platter Chatter" program; Abelson's Inc., 50 spot announcements a week; Riverbank Canning Co., six 10-minute periods a week on "Gloomchasers" (Klinger Agency); Harris Motors, spots, and Barney's, spots (Alvin Austin Agency); Flemolyn, twelve 5-minute news periods a week (H. M. Kieswetter Agency); Quick Washer, six 15-minute periods a week on "Song Contest."

Renewals for the same period are: Jad Salts, six 15-minute periods a week on "Musical Clock" (Blackett-Sample-Hummert); Postal Telegraph, 60 spots a week (Grant, Wadsworth & Cashmir); Empire Gold Buying, 70 spots a week (Friend Advertising Agency).

Philco's 1938 Business Headed for New Record

(Continued from Page 1)

month last year, according to Robert F. Herr, parts and service manager. Most striking increase was noted in New Orleans, where business ran 219 per cent ahead.

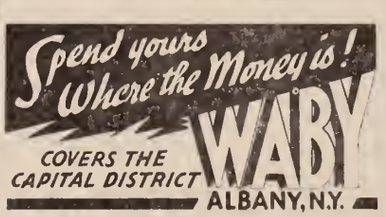
Petrillo Reported Seeking Return of Chi Air Outlets

(Continued from Page 1)

rangement whereby leading orks will be on the air again. Said to fear that present situation will keep visiting name bands out of Chicago, with result that added revenue of 10 per cent assessed on them will not be forthcoming to union's benefit fund.

Sound-Facsimile

William G. H. Finch of the Finch Telecommunications Laboratories has obtained a patent on a new invention to make possible the combining of sound with facsimile. A radio loud speaker is utilized for the sound.



COMING and GOING

GORDON HENRY, manager of CFAC, Calgary, Alberta, arrived in Hollywood last week on a brief business trip.

BLAIR WALLISER, production director at WGN, Chicago, is vacationing in New Orleans and Biloxi. QUIN RYAN, sportscaster of same station, returns today from Florida, while FRAN COUGHLIN of the continuity department leaves March 18 for a jaunt to Mexico City.

O. P. SOULE, president of KFI, Twin Falls, Ida., and KSEI, Pocatello, returns to Idaho from the east after completing arrangements for the two stations joining NBC on March 15.

FRANK MULLEN, assistant to David Sarnoff, president of RCA, is expected in Chicago this week on business.

LINTON WELLS, the "Magic Key of RCA" roving reporter, and Mrs. Wells plan a trip to Europe soon and Wells will originate some "Magic Key" interviews from there. They are also considering a South American cruise.

CHARLES CRUTCHFIELD, program director at WBT, Charlotte, spent the week-end in New York and Washington holding conferences on the observance of Air Mail Week, which will be celebrated by broadcasts originating at WBT.

SOL BORNSTEIN, head of Berlin Music, left for the coast yesterday.

MARY MARGARET McBRIDE has returned from Washington, where she attended the Women's Press Club dinner Saturday.

BERT LEBHAR of WMCA is expected back today from Chicago.

H. K. BOICE, CBS vice-president in charge of sales, went to Chicago last week to coordinate details in connection with consolidation of Procter & Gamble programs into a solid hour.

JOE RINES, orchestra leader, is flying to Florida for two-week vacation. Stopping at the Dempsey-Vanderbilt.

A. H. GINMAN, president of Canadian Marconi Co., sailed last week on the Conte di Savoia for a two-month trip abroad.

C. Merwin Dobyns Marooned

Long Beach, Cal. — C. Merwin Dobyns, owner and general manager of KGER, Long Beach and Los Angeles, returned from the east last week just in time to be marooned here for nearly two days as transportation to Los Angeles was made impossible by damaged bridges. Commercial Manager John Dobyns also was stranded at his Monrovia ranch, and kept in touch with business by telephone.

KGER did exceptional public service during last week's disaster, keeping abreast of rapid emergency developments over a wide area through remote control lines, mobile recording equipment and constant telephone contact with law enforcement and relief organizations.

COMMERCIAL MANAGEMENT

I am interested in taking over the commercial management of a station and will pay the station a fixed cash management fee with an immediate down payment of twelve months' fee, payable cash in advance.

I will expect to bring with me my own experienced sales force. Box A-140, Radio Daily, 1501 Broadway, New York City.

WBT and CBS Answer Southeastern Papers

WBT, Charlotte, with the cooperation of CBS and its other 17 outlets in the Southeastern group, this week will issue a brochure to all regional and national advertisers answering the charges about radio coverage made by 28 Southeastern newspapers in a national ad on Feb. 24. Newspaper advertisement, it is charged, was destructive to all business and media, and gave an untrue picture of that section of the country.

Brochure points out WBT's efficient coverage of the Southeast through 888,930 radio families; effectiveness of radio in reaching better-buying-power homes; that radio set ownership is strong in Southeast, there being 51 per cent radio homes in the Charlotte area as compared with 21 per cent who regularly read the leading newspaper, and lower rates for radio advertisers.

Station and network point out that the brochure is issued only to combat the so-called unwarranted attack on the radio industry by the 28 newspapers, a close parallel to the recent attack made by the Crowell Publications.

Makelim Adds to Staff; Plan New WHIP Studios

(Continued from Page 1)

seven years' newspaper experience and also was with Borden Co.

Bob Myers, formerly with KXBY, Kansas City, and with the Missouri State Highway Patrol radio division, joined WHIP on Saturday as chief engineer.

Hazel Beeman, home economics expert, returns to Chicago and WHIP next month.

Station also is reported planning spacious new studios in the Chicago Loop area.

McNinch Again Reveals Opposition to Tax Bill

(Continued from Page 1)

mittee. The letter was in reply to a query sent by Doughton to McNinch.

The FCC chairman declared that the system of taxation proposed in the Boylan measure is not consistent, fair or equitable, and that the bill is designed to produce more revenue than is necessary to adminster the communications act. McNinch again intimated that much study of the situation is needed before attempting to enact a tax.

Garroway at KDKA

Pittsburgh—David Garroway, formerly with NBC in New York, has been added to the KDKA announcing staff.

KMMJ

Clay Center, Neb.

The favorite family station

NEW PROGRAMS—IDEAS

WCCO "Swing Appreciation"

A "Swing Appreciation Hour" has been instituted by WCCO, Minneapolis and St. Paul, as a weekly affair. The programs feature "The WCCO Ad Lib Club," a swing orchestra.

Although there are many swing programs on the air, there has never been a weekly program designed to analyze this particular style of music. During the course of the broadcasts, the individual members of the orchestra will be interviewed, will perform solos on their instruments, and explain the function of their instruments in the performance of a swing number.

As the program progresses, the station plans to develop a "Swing Clinic" to which listeners may write for information about swing music.

Movies Burlesqued

"Safety Legion," kid show over KTSM, El Paso, has added a burlesque on current pictures playing at local movie houses to its hour session. Scripts, written by Conrey Bryson and adapted to talents of the regular performers, so far have included "The Bucking Ear," "The Bad Man of Soapstone," and "Goldberg's Folly."

New Swing Program

KTSM, El Paso, has inaugurated "Jam Time," new thrice-weekly swing session, with Roy Chapman as emcee. Musical quiz is featured, with members of studio audience asked to identify three "lucky jam tunes" when played by Frank Moser and his ork. Dollar is awarded for correct answer.

New Comedy Show

This one is ballyhooed as "screwy." In fact, they call it radio's screwiest. Airing over KTUL, Tulsa, under title "Nonsense and Notes to You," stint presents a wise-cracking commentator (Ken), and an organ - playing stooge (Wade). Sponsored by Hales-Mullaly, State Electrolux distributor, and piped to KOMA, Oklahoma City.

"How About Music?"

WORL, Boston, plans to spot this 15-minute musical feature at different times each day, also varying type of music. Thought, says g.m. W. Cort Treat, is to learn kind of music public likes when—, and mail response will be carefully studied.

WINS "Showcase Revue" Gets Night Club Stars

A big array of stars will be heard on the WINS "Showcase Revue" during the week starting today, when the program moves to its new spot, 5:05-5:30 p.m., Monday through Friday. In addition to the regular cast, which includes emcee Happy Lewis, Claire ("Bootsie") Sherman, Stubby Kaye, and Alan Drew and the "Butch MacTavish" Orchestra, the "Showcase Revue" will feature the following luminaries of stage, screen and night clubs:

From the Casa Manana, Doc Rockwell, Oscar Shaw and Tom Patricola, on Monday, Wednesday and Friday, respectively; on Tuesday of the same week, Pinky Tomlin, just back from a screen engagement; and on Thursday, Johnny Messner and Jean D'Arcy of the Hotel McAlpin's Marine Grill.

The 6:05 Monday through Friday spot formerly occupied by the "Showcase Revue" will be taken over by a new program known as "Michaels Melodiers," featuring soloists Don Richards and Lorraine Barnett and the Melodiers Orchestra. The new series will also be heard on Sundays at 6-6:30 p.m.

KTUL Adds Orchestra

Tulsa, Okla.—An eight-piece orchestra under direction of Wade Hamilton has been added to the talent list at KTUL.

748-Station Hookup In Nat'l Airmail Week

(Continued from Page 1)

the country, will personally supervise the cutting of a series of 20 disks which will be sent to each of the 748 stations. In addition, an elaborate set of promotion stunts, broadcast ideas, scripts and continuity will be sent to each station. A form, printed by the Government, will be submitted to the stations with instructions to mark down every broadcast aired and then submit to Crutchfield. One station will be selected from the 748 for outstanding services and will receive a bronze plaque from FCC chairman Frank R. McNinch as a permanent record of its work in the campaign.

Paul R. Younts, National Chairman, and Postmaster General James A. Farley, Honorary chairman, will be speakers heard on the first broadcast, March 31. Following broadcasts will be supervised by 48 State chairmen who will work under Crutchfield. Local airings will have the full cooperation of all airway lines, and special event programs will be encouraged. Some special Airmail Week broadcasts are expected to originate in the studios of WBT, Charlotte, N. C.

Campaign is being promoted as a purely educational measure, celebrating the 20th anniversary of the inauguration of airmail service, and will culminate with a broadcast over NBC, CBS and MBS from Hollywood.

MICHIGAN

TEST ANY WORTH WHILE PRODUCT

on 8 Stations
in 8 Major Cities
on 1 Complete Network
at One Low Cost



MICHIGAN RADIO NETWORK

WXYZ KEY STATION — DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

RALPH W. NELSEN, formerly with Newell-Emmett Co. Inc., has joined Abbott Kimball Co. as production manager.

COLMAN O'SHAUGHNESSY, formerly with McCann-Erickson, is now with Arthur Kudner Inc.

NEWELL-EMMETT CO. says the April campaign for Liggett & Myers Tobacco Co. on Chesterfield cigarets will continue the "pleasure" theme and will tie in directly with point-of-sale displays, radio and other advertising.

N. W. AYER & SON's "Advertising Advertising" series this year will be carried in more than 1,600 daily papers and farm journals in the U. S. and Canada. The Ayer advertisements are intended to promote better public understanding of advertising and to encourage the purchase of advertised goods and services.

CHAUNCEY LANDON has joined Compton Advertising Inc. as a vice-president.

ARTHUR KUDNER INC. has been appointed advertising counsel for Pan-American Coffee Bureau.

N. W. AYER & SON INC. will serve as advertising counsel to Lightolier Co., manufacturers of lighting fixtures and portable lamps.

MacWILKINS & COLE INC., Seattle, has been greatly expanded with a new setup in 914 Republic Building and enlarged personnel.

AFL and CIO on "Town Meet"

Homer Martin, president of United Automobile Workers of America, CIO affiliate, and John P. Frey, president of the Metal Trades Department of the AFL, will debate the question, "How Can Labor Settle Its Differences?" on next Thursday's "American Town Meeting of the Air" over NBC-Blue at 9:30 p.m.

"Kitty Kelly" Year Old

"Pretty Kitty Kelly," sponsored by Continental Baking over CBS, has just celebrated its first year. Cast is headed by Arline Blackburn, supported by Clayton Collyer, Helen Choat, Blain Cordner, Edgar Stehli, Joseph MacCawley and Announcer Andrew Stanton.

New Addis Ababa Station

Addis Ababa, Ethiopia—A powerful radio station is to be built here for the inauguration next year, according to current reports. A 1-kw. station was opened Feb. 1.

BIRTHDAYS

Greetings from Radio Daily

March 7

Sidney Flamm
Edward Jewett

MAIN STREET WITH OL' SCOOPS DAILY

PETTY CASH VOUCHER

Week ending March 4th.

● ● ● **Saturday....Since midnite when we attended Stan Shaw's "Milkman's Matinee" with Critic Robert Coleman and Editor George Lait, we begin a tour of the spots, winding up at Leon & Eddie's at closing time, then to Dave's until daybreak, when Coleman decides on a drive thru Central Park—but somehow we wind up in Staten Island—and get lost enroute back, landing in Jersey.**

● ● ● *Sunday....For some unknown reason, probably because we slept from Sat. afternoon until today, we go to Coney Island and ride the merry-go-round—winning two brass rings....Later we attend Emery Deutsch's party at Leon & Eddie's, where we see David Wolper and his frau, Jerry Kruger, etc.....Then to the Casa Manana, where the singing of John Griffin is surprising to our ears—especially in a cabaret.*

● ● ● **Monday....Word arrives from WDAS, Philly, that Buzz Davis, conductor of the nitely sports show, has received several warnings from bookies who want him to quit airing his opinions on the outcome of fights and basketball games. Seems people don't lay down their bets until Buzz makes his predictions—which last week were 100 per cent correct.**

● ● ● *Tuesday....Dinner at the Roosevelt, where Guy Lombardo threatens to "Mickey-us" in the ice cream for something we printed. It ends up by Guy saying he was "so happy that we dropped in and wouldn't we come again"....Later to Jimmy Dorsey's opening, where we spot Jonie Taps and his fiancee, Doris Rhodes; Barry Wood and his frau, Abe Lyman, Howard Phillips, Tommy Rockwell and his entire crew, plus lovely Carol Bruce—who is warbling there ....Buddy Green sitting with Jean Ellington and Wee Willie Horowitz—admits that he's been a shy, secret groom for four months.... Arriving home we find firemen wrecking our homestead which had gone up in flames—and we plug "Disappointed and Disgusted" for the first time—because we feel that way.*

● ● ● **Wednesday....At a party in the Georgian Room of the Hotel Piccadilly, opera singer Dorothea Lawrence amazes her guests by telling that Rabbi Stephen S. Wise is a member of the Loyal Order of the Sons of St. Patrick—because the Rabbi's birthday is March 17....We listen to the Ben Bernie show, then to the "Hollywood Parade" which gags about the floods out there. We can just picture the Miami papers handling this crisis!**

● ● ● *Thursday....To the Deanna Durbin party, where flicker execs are stunned by the girl's beauty....Dinner in Lindy's with Ray Block, and we watch Eddie Cantor enter with his Ida and one of their Five Girls....To the Famous Door, where we learn that Louis Prima (who is entertaining Louis Sobol and Paula Stone at the moment) will depart in three weeks—which makes us so unhappy.*

● ● ● **Friday....Hear that though Cantor prepared a complete show to fill-in for the expected cancellation of "Good News"—and then at the last moment it wasn't needed—Cantor told the agency to forget about remuneration—he was happy to be of service—which is just like Cantor.**

TOTAL EXPENSE: 25 cents for the bargain-price of six rides on the m-go-r.

AUDITOR'S REMARKS: Request denied. What about the two free rides because of the brass rings?

LAST WORD AT LAST: We took them home for proof!

GUEST-ING

SYLVIA SIDNEY, on Paul Whiteman program, March 11 (CBS, 8:30 p.m.).

EDWARD G. ROBINSON, JANE BRYAN and ALLEN JENKINS in "A Slight Case of Murder," on "Hollywood Hotel," March 11 (CBS, 9 p.m.).

EDNA MAY OLIVER, on Al Jolson program, March 15 (CBS, 8:30 p.m.)

RAMONA and JIMMY DORSEY, on "Saturday Night Swing Club," March 12 (CBS, 7 p.m.).

LOIS BENNETT, with Carl Hoff's orchestra, on "Your Hit Parade," March 12 (CBS, 10 p.m.).

JOSEF HOFMANN, on Philharmonic - Symphony Orchestra, March 13 (CBS, 3 p.m.).

EDWARD STARTZ, Dutch announcer and studio manager, interviewed by Bob Trout, March 13 (CBS, 1:30 p.m.).

FRANCISKA GAAL, on Bing Crosby program, March 17 (NBC-Red, 10 p.m.).

JOSE ITURBI, on Ford Sunday Evening Hour, March 13 (CBS, 9 p.m.).

JOHN FEENEY, tenor, on "Schaefer Revue," March 17 (WEAF, 7:30 p.m.).

ROBERT MONTGOMERY, on "Good News of 1938," March 10 (NBC-Red, 9 p.m.).

F. T. C. CASES

F. W. Fitch Co., Des Moines, under a stipulation entered into with the Federal Trade Commission, agrees to discontinue advertising that Fitch's Dandruff Remover Shampoo will rid the hair or scalp of dandruff, keep the hair healthy, and impart vitality to lifeless hair; that it will prevent falling hair or baldness, unless this claim is limited to excessive falling of the hair and to such types of baldness as may be caused by dandruff, dirt or foreign matter, and that Lloyd's of London backs Fitch's guarantee that its preparation will remove dandruff with the first application.

Prescott to Write Shorts

Allen Prescott, "The Wifesaver," has been signed to write a series of movie shorts for RKO. The first of these shorts, which will feature Sheila Barrett, is called "How to Buy A Hat!"

BINGHAMTON—NEW YORK

WNBF

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

Business is made of Men

YEARS ago this organization adopted a standard: *each man must have at least ten years specific, successful sales experience in the national advertising field.* Because the Paul H. Raymer Company has rigidly adhered to that standard, there have been few losses from its personnel, no changes in its organization. And year by year the business of the stations represented has increased . . . new business, made of men.

KERN, *Bakersfield* · **WBRC**, *Birmingham* · **WDOD**, *Chattanooga*
WJJD, *Chicago* · **WXYZ**, *Detroit* · **KMJ**, *Fresno*
WOOD-WASH, *Grand Rapids* · **WMBR**, *Jacksonville*
WLAC, *Nashville* · **WDBO**, *Orlando* · **WPRO**, *Providence*
KOH, *Reno* · **WRVA**, *Richmond* · **WHEC**, *Rochester*
KFBK, *Sacramento* · **WTOC**, *Savannah* · **KSOO**, *Sioux Falls*
WSBT, *South Bend* · **KWK**, *St. Louis* · **KWG**, *Stockton*
WSYR, *Syracuse* · **WDEL**, *Wilmington* · **WORK**, *York*
WNBX, *Springfield* · **Michigan Network** · **WJTN**, *Jamestown*

PAUL H. RAYMER COMPANY

Radio Station Representatives

NEW YORK DETROIT CHICAGO SAN FRANCISCO


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1938
RADIO
ANNUAL
RADIO DAILY

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IG EVERYWHERE IN RADIOLAND

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ELECTRICAL TRANSCRIPTIONS

OFF-THE-AIR RECORDING

33 West 60th Street
New York, N. Y.

Telephone
COlumbus 5-7366-7-8

PROGRAM REVIEWS

"The Story Behind the Headlines"

Presented under auspices of the American Historical Ass'n in cooperation with NBC, this new Blue network Friday program has for its object the discussion of the outstanding news event of the week. It is intended primarily as an educational feature, and judging from the initial broadcast last Friday night at 7:15-7:30 p.m. it should attract interest on its merits as an engrossing as well as instructive quarter-hour.

Caesar Searchinger, the commentator, talks with quiet authority, and both his voice and manner of speaking are pleasant to the ear. The subject of the first broadcast was Anthony Eden's resignation from the British cabinet. Searchinger gave a good deal of background pertaining to the situation, including past wars in Europe and their relation to the diplomatic and economic pattern in which England is situated.

The commentator did not conjure up bugaboos or make alarming predictions, but stated simple facts in temperate dialogue, and thus he served the purposes of an educational program just about as well as it can be done.

Briefly

Radio listeners who like Bing Crosby's program because of its natural-sounding and pleasant informality are taking strongly to the Paul Whiteman show for the same reasons. Whiteman has the same graceful facility as Crosby for creating an amiable atmosphere.

Abe Lyman's waltz program on Friday nights over NBC-Red has become a staple commodity in radio entertainment. Fads and fancies come and go on the air, but here is one show that can go on forever.

Lots of dialers will be glad to know that the "Grand Hotel" series which has been heard over NBC-Blue on Monday nights is to be continued in some other spot instead of being taken off in the Spring as recently reported. Jim Ameche has built up quite a following for himself on this dramatic program—with everybody marveling at the marked similarity between him and his brother Don Ameche. Betty Lou Gerson, leading lady of the show, also has done fine work.

Frank Crumit continues to do a swell job in holding down the Coca-Cola CBS show's emcee spot on Friday nights. The work of Nadine Conner, Alice Cornett, Reed Kennedy and Gus Haenschen's orchestra also combine to make a very diverting show.

ORCHESTRAS - MUSIC

HORACE HEIDT'S Brigadiers have re-recorded the all-time best phonograph record seller for Brunswick. Selection is "Dardanella" and it features the Four Kings, the Four Jacks and the Glee Club in the vocal end. The band also waxed "Bewildered," with Larry Cotton in the vocal; "Lillian," which features the Three Trumpeteers, and "A Gypsy Told Me," with Charlie Goodman singing.

Incidentally, Heidt is quite elated these days over the sensational success of "Ti-Pi-Tin," new waltz song composed by Madam Maria Grever. The maestro introduced the number before it was published some six weeks ago. Immediately thereafter the song was published by Leo Feist, and then began its swift rise.

A program of sacred music in observance of the second week of Lent will be given in compliance with many requests from listeners when Victor Bay conducts the "Essays in Music" over CBS on Thursday at 10-10:30 p.m. Doda Conrad, European basso now concertizing in America, will be the soloist and David Ross the narrator.

In the 20th Century-Fox film, "Rebecca of Sunnybrook Farm," which will be released March 18, Shirley Temple sings Raymond Scott's "The Toy Trumpet." The tune, originally written by Scott as the theme song for a children's novelty program, had to have special lyrics concocted for it by Lew Pollack and Sidney Mitchell.

At least a dozen name bands of the air are planning to pay honor to Milton Berle with special radio presentations of his latest songs. Berle made his initial venture into the songwriting field with three tunes—"For The First Time In My Life," "I Hate To Say Goodnight" and "Violins And Violets"—all published by Exclusive Publications.

Alfredo Antonini, who will conduct the orchestra and chorus on the new "Continental Melodies" commercial starting Wednesday over WOR, recently became the father of a boy.

Alice Remsen has placed six songs for children with the Dave Ringle Music Publishing Co. They will be brought out separately and in folio form and will be released in two weeks.

COMPETING against ten top-flight bands, KRNT's "Northwesterners" took first honors in the 1938 Iowa String Band Contest held at the Shrine Auditorium in Des Moines during two capacity-house performances. The championship events, arranged by Larry Sunbrook, president of the National Fiddlers Association and Hollywood promoter, also included fiddling and yodeling contests. Second in the string band competition went to Natchee and his Indian Tribe of Arizona, while third place was awarded to the Oklahoma Outlaws of WHO. Six teams from KMA and WMT were also contending. In the purely Iowa competition, Chuck Davis and Uncle Twid (Lou Martin), both of KRNT, were first and second, respectively. The open yodeling contest saw a tie for first place between Buck Rasch, KRNT and Jerry Smith, WHO, with Betty Jean and Zelda Scott, both of KRNT, taking second and third prizes, respectively. In the girls' yodeling contest, Betty Jean, KRNT, took first place, Zelda Scott, KRNT, was second, and Louisiana Lou, WHO, third. Awards were based on audience applause. Featured guest artists at the hillbilly jamboree were Uncle Ezra and the Hoosier Hot Shots of WLS.

WALT FRAMER

Freelance originator of

RADIO SWAPS HEARD DAILY OVER WWSW

Pittsburgh, Pa.

Coming Events

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

"Community News" Clicks

Baltimore — WFBR's "Community News and Views" program has proved such a success the station has assigned a full time man to contact and develop other communities for the program. Purnell Gould, commercial manager, thus adds George Shaffer to his sales staff for this purpose. The series will continue to be produced by Brent Gunts, originator of the "Varsity Club."

A NEW RECORD!



RECORDING

78 QUARTER HOUR MUSICAL PROGRAMS

IN

9 Days (6 Hours Daily)

Thanks to the close cooperation of the Axton-Fisher Tobacco Co., McCann-Erickson, Inc., and the World Broadcasting Company, we have just completed a series of 78 musical quarter hours in the record-breaking time of 9 days—six hours daily.

My thanks also to Martin Block, the Pickens Sisters, The Melodeers, Roy Campbell's Royalists, the Eton Boys—and other guest stars on the show.

We are now continuing society dance engagements in New York and Boston.

NEXT?

JOE RINES

AND HIS ORCHESTRA

Available thru' Your Own Agent or Direct—CIrcle 6-1300

NEW BUSINESS
Signed by Stations

WSM, Nashville: Allis Chalmers Manufacturing Co., "Grand Ole Opry," half hour, through Bert S. Gittens Agency; Dr. Pepper Dixie Network show, renewal, through Tracy-Locke Dawson.

WHIP, Chicago: Publishers' Service (Women's World Magazine), contest, through Albert Kircher Co.

WROL, Knoxville: Fortune Shoe, "Famous Fortunes"; Dr. Pepper Bottling Co., "Pepper Uppers," program; Nehi Inc., program.

WCKY, Cincinnati: Climax Wall Paper Cleaner, spots, through Roger Williams Co.; Fanger & Rampe, Inc. (Conformal Shoes), spots; Procter & Gamble (Drene), spots, through H. W. Kastor & Sons; Interstate Bakeries (Butter-Nut Bread), "The Lone Ranger," ETs, through R. J. Potts & Co.; Fred Fear & Co. (egg dyes), spots, through Menken Advertising Co.

WSPR, Springfield, Mass.: DuPont Paint Parade, ETs; Olson Rug Co., spots.

WFAS, White Plains, N. Y.: Carter Products, spots, through Spot Broadcasting, renewal; Campagnie Parisienne, ETs, through Northwest Radio Advertising; Hotel Roosevelt Health Club, "Your Voice of Yesteryear," program, through J. Walter Thompson.

WOR, New York: Nu-Enamel Corp., "Martha Deane," through Neff-Rogow; Rival Packing Co. (Rival Dog Food), ETs, through Charles Silver & Co.; Time-Tested Laboratories (paints), "Helpful Harry's Household Hints," program, through Meldrum & Fewsmith; Borden's Ice Cream, participation, "Uncle Don," through Pedlar & Ryan; Julius Grossman (shoes), "The Lamplighter," program; Wesson Oil & Snowdrift Sales Co., "Martha Deane," through Calkins & Holden.

KGER, Long Beach & Los Angeles: Union Pacific R. R., spots, through Walter Biddick Co.; Stricklin's Radio Stores ((Kelvinator), time signals; Nat'l Automobile Mfrs. Ass'n (used cars), spots, through Young & Rubicam; Bastian Water Heater Co., spot announcements.

WIP, Philadelphia: Shell Union Oil, "Shell Curiosity Court," program, renewal.

This Year's Vocal Crop Superior, Says Pelletier

General level of vocal aspirants this year is higher than ever before, according to Wilfred Pelletier, conductor-judge of "Metropolitan Opera Auditions of the Air", which yesterday reached the semi-final stage in the series broadcast over NBC-Blue network on Sundays at 5 p.m. Pelletier, a conductor at the Metropolitan for the past 20 years, has the job of listening to all the preliminary tryouts for the Met and testing applicants on repertoire and general musical background before they may sing for the final auditions committee, of which he also is a member.

Since the public auditions were started in 1935, Pelletier has heard 2,207 applicants from all parts of the U. S. More men have been applying this season than in previous years, although women still numbered 445 out of 707 voices auditioned this year.

NAB Executive Board Meets in Louisville

Louisville—Executive board of the NAB held a conference here over the week-end, with Mark Ethridge, temporary chairman, presiding.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

BURRIDGE DAVENAL BUTLER

RADIO'S "grand old man," Burridge Davenal Butler, probably the oldest man active in radio operation, celebrated his 70th birthday Feb. 5 by signing a contract to purchase a new transmitter, entailing the expenditure of $250,000. More intent on progress and activity than are most men half his age, Butler at 70 is looking ahead to the radio of tomorrow.



A giant in radio and journalism .....

A giant of a man, towering 6 feet 3, Butler is an outstanding figure in two major industries—journalism and radio. Contrasted with his tremendous driving energy is his keen appreciation of the fine arts.

A grandson and great-grandson of clergymen, Butler left his home town of Louisville when he was still in his 'teens. Was discharged from a job as street car conductor because he permitted an old lady to ride free because she lacked the necessary fare. He began his newspaper career in Grand Rapids in 1885—as a reporter, later becoming editor. Made reportorial history with his coverage of the Johnstown flood for Associated Press. Shifting to advertising, he was an advertising manager in Chicago from 1894 to 1899—then to Omaha, Nebraska, where he founded the Omaha Daily News. In 1900, he founded the St. Paul Daily News and, three years later, the Minneapolis Daily News. He also had interests in the old Kansas City World, Des Moines News and other middle western publications.

Disposing of his interests in newspapers, Butler purchased Prairie Farmer in 1909. Radio offered an even greater opportunity than did the publishing business for the expression of his dynamic good-will and in 1928 he took over station WLS. Under his guidance, WLS has established for itself a unique place in radio. The Prairie Farmer Station weighs every program with a view, primarily, of appealing to the home and the family, whether they be on the farm or in the city.

Few people know of Butler's philanthropies or that he has financed the education of half a hundred girls and boys.

Butler maintains a home at Phoenix, Ariz., where he spends most of his winters in directing WLS's sister station, KOY, and the Arizona Network. His pet agricultural hobby is cactus-growing.

Roi Tan Back April 1 With Bigger Campaign

(*Continued from Page* 1)

to compensate for such differences.

Actually the campaign will be an expanded one compared to where it left off early in the winter. Herschell Deutsch, account executive for Lawrence Gumbinner agency, is making time placements.

Stock Dealings Reported

Washington Bureau, RADIO DAILY

Washington—Dewitt Millhauser, an RCA director, has retired as a partner of Speyer & Co., who owned 1,000 shares of RCA common stock, and coincidentally acquired 500 of the shares, representing his total holdings, according to semi-monthly report of the SEC.

E. F. McDonald Jr., president of Zenith Radio, listed 1,600 common shares at month end, plus 66,131 shares through Seneca Security Corp. after that company disposed of 500 shares.

WMAZ Starts Tests

Macon, Ga.—Following its recent boost to 5,000 watts, WMAZ last week began making tests with its new transmitter.

General Mills, P. & G. Shifting Their Shows

(*Continued from Page* 1)

allow P. & G. to stick to its block. General Mills, which is replacing "Hollywood in Person" with new Joan Blaine serial, "Valiant Lady," effective today, now has all of its network radio time concentrated on NBC. P & G will add substantially to present station list on new schedule to allow for continued coast-to-coast coverage.

New Anti-Liquor Bill

Washington Bureau, RADIO DAILY

Washington — Senator Johnson of Colo. and Congressman Culkin of N. Y. are behind a new companion measure to prohibit liquor advertising by radio. Senator Capper of Kan. has a similar bill, with newspapers included.

Arthur Godfrey Renewed

Hecker Products Corp. has renewed its early morning WABC program featuring Arthur Godfrey. Show originates at WJSV, Washington, at 9-9:15 a.m. Erwin, Wasey & Co. is the agency.

☆ F. C. C. ACTIVITIES ☆

APPLICATIONS GRANTED

Port Huron Broadcasting Co., Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

WGAR, Cleveland. CP to install new transmitter and increase power to 5 KW LS., 1 KW.

Paul F. Godley, Montclair, N. J. CP for new high frequency station. 41800 kc., 1 KW.

APPLICATIONS DENIED

William W. Ottaway, Port Huron, Mich. CP for new station. 1370 kc., 250 watts, daytime.

KSD, St. Louis. Mod. of license to increase hours of operation to unlimited.

KFUO, Clayton, Mo. Mod. of license to increase hours of operation to unlimited.

Genesee Radio Corp., Flint, Mich. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Journal Co., Milwaukee. CP for new special broadcast station. 1570 kc., 1 KW., unlimited.

Mid-Atlantic Corp., Washington. CP for new special broadcast station. 1570 kc., 1 KW., unlimited.

HEARINGS SCHEDULED

Mar. 8: National Life & Accident Insurance Co., Inc., Nashville. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Mar. 9: Pawtucket Broadcasting Co., Pawtucket. CP for new station. 1390 kc., 1 KW., unlimited.

Mar. 11: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1210 kc., 100 watts, unlimited.

Kathryn B. Gosselin, Aurora, Ill. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

EXAMINERS' RECOMMENDATIONS

WGBI, Scranton, Pa. CP to increase power to 1KW. be granted. 880 kc., share time.

Sam Houston Broadcasting Ass'n, Huntsville, Tex. CP for new station. 1500 kc., 100 watts, daytime, be granted.

KMLB, Monroe, La. CP to change frequency to 620 kc., and increase power to 500 watts, be granted, unlimited.

Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited, be denied.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited, be granted.

Hampden - Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited, be granted.

APPLICATIONS RECEIVED

WHDF, Calumet, Mich. Authority to transfer control of corp. from A. L. Burgan to Mining Gazette Co. 333 shares common stock.

Oregonian Publ. Co., Portland, Ore. CP for new facsimile station. 31600, 35600, 38600, 41000 kc., 15 watts.

WSVA, Harrisonburg, Va. Invol. transfer of control of corp. from Floyd Williams, deceased, to Mabel Linton Williams.

Waltz Series for Mutual

"Invitation to Waltz," featuring oldtime waltz favorites, makes its debut March 12 at 8-8:30 p.m. over WOR-Mutual. Alfred Wallenstein will conduct, with Helen Snow and Raoul Nadeau as vocalists.

"Tish" Series Off Till Fall

The "Tish" series based on Mary Roberts Rinehart's stories, presented over CBS by the WPA Theater Radio Division, has faded until next Fall.

Carol Bruce for New Yorker

Carol Bruce, radio and stage singer, has been set for appearances at the Hotel New Yorker. Rockwell-O'Keefe handled the deal.



FRED STONE, 31, staff announcer at KGFJ, died following an operation at General Hospital. Survived by his wife, Lillian, and daughter, Caroline, both active in radio.

Christopher Candy Co. has signed for a 13 weeks series of "Two Writers in Search of an Idea" on KECA Thursdays at 5:30-5:45 p.m. The two writers are Bert Butterworth and Hy Lane.

Frank Robinson Brown has opened an office in the Otto K. Olesen Bldg. and embarked on production of transcription programs and recording audition platters.

KFWB has a new "child psychology" program called "The Parent's Forum" on which Marion Nichols discusses pertinent problems, Fridays at 5:15 p.m.

Alterations under way at Frank Purkett's Associated Cinema Studios will double present second story office space, providing new production office suite.

Clover Kerr celebrates the start of her second year on KFWB this week. And had never contemplated radio as a career until the unfortunate accident which left her with no legs and only one arm.

Jerry Lynton, drama coach at KFAC, and A. Stephen Charlton have gone into the transcription and program producing field under the firm name of Unit Productions, with offices at 116 North Larchmont Blvd.

Captain Dobbsie of the old "Ship of Joy" program bobs up with "Dobbsie's Happy-Timers" on KFRC, San Francisco and the Don Lee net Tuesday and Thursday mornings at 8 for Williams Laboratories. Now bossing cowboys instead of sailors.

The Broadway Department Store is a new participating sponsor of Fletcher Wiley's early morning "Sunrise Salute" and afternoon "Housewives' Protective League" on KNX. The contract is for 13 weeks, and was set by Jefferson Kaye Wood in the interests of "Red Goose" shoes for children.

KEHE initialed a new program Sunday with the airing of "The Bible Question Box." A local minister who prefers to be known only as "The Preacher," will answer all queries on controversial interpretations of biblical puzzle.

The Mutual audience participation show, "True or False," conducted by Dr. Harry Hagen in New York, will be released by KHJ-Don Lee in future. Time is 7-7:30 Monday evenings, which will necessitate a shift for the local "The Marines Tell It to You."

Wilford Davidson to Montreal

Winnipeg — Wilford Davidson, senior announcer at CKY, leaves here March 25 to join the Montreal announcing staff of Canadian Broadcasting Corp.

CKLW Feeds to Mutual Auto Parade from Detroit

Detroit — CKLW, Windsor station managed by Frank Ryan, on Saturday picked up highlights of gigantic parade at 12:15-12:45 p.m. from in front of Detroit City Hall inaugurating National Used Car Week. Besides description of the event, CKLW interviewed in vox pop manner many of the most prominent figures in the auto industry.

Unique feature of the broadcast, however, was that Mutual System, through CKLW, was the only network carrying the event, considered of national interest.

Grombach Re-Signs Ted Sills

Ted Sills, radio, motion picture and stage director, has been signed to a new employment and management contract by Grombach Productions Inc. He has been senior director of Grombach Productions for the past three years, as well as being managed on free lance direction by their organization. Sills has been signed by Grombach Productions to direct a Broadway play during the coming season. He will continue to direct the Grombach programs with which he has been associated.

Carlo Morelli in Series

Carlo Morelli, Metropolitan Opera baritone, will star in a new WOR weekly series starting Wednesday at 8-8:30 p.m. A 15-piece orchestra conducted by Alfredo Antonini and a mixed chorus of 16 voices also will be heard. Program will feature Spanish, Italian and other continental music. Program is titled "Continental Melodies," sponsored by La Rosa Co. Commercial Radio Service is the agency.

Garner Joins McGillvra

Chicago—Richard W. Garner, formerly in the research radio department of H. W. Kastor & Sons agency here, has joined the sales staff of Joseph Hershey McGillvra. Before going with Kastor, Garner was associated with Procter & Gamble in sales and advertising departments.

Hyland with Vitaphone

Irving D. Hyland, formerly handling contact between Warner Bros. and Lord & Thomas agency on the Lucky Strike show and later assigned as eastern field representative for Warners, is now in charge of publicity for the company's Vitaphone studios in Brooklyn.

WIP Portable Named

Philadelphia—Call letters of W3XIP have been assigned by the FCC to the WIP short wave portable transmitter. It operates on 31.1, 34.6, 37.6 and 40.6 megacycles, with 10 watts power.

CBS Adds Announcers

Niles Welch and Stanley Peyton, former actors, have been added to the CBS announcing staff in New York. Both appointments become effective immediately.

Harold Smith to Return For Albany Convention

Albany—Harold E. Smith, g.m. of WOKO-WABY, now recuperating in Florida, is expected back for the Constitutional Convention to be held starting April 3. Despite erroneous reports printed elsewhere, Smith is still legislative chairman for a group of N. Y. state broadcasting companies. Duell Richardson, his assistant at WOKO-WABY, who was reported as new chairman, merely has been watching things during Smith's absence.

WFBL Remotes from Wash'n

Syracuse — WFBL inaugurated a special series of programs yesterday at 1:45 p.m. when Congressman Clarence E. Hancock took to the air by remote control from Washington to explain to his central New York constituents just where he stands on the controversial Ludlow amendment for national referendum on declaration of war.

According to Vice-President Robert G. Soule of WFBL, the program will become a weekly service of the station, with many of America's greatest legislative figures talking to the central New York voters.

Time is turned over completely to speakers for factual and timely discussions. Transcriptions are being made by NAB in Washington.

Negro C.C.C. Camp on KGFF

Shawnee, Okla.—KGFF is getting quite a bit of attention on the sustaining program it offers the first and third Tuesday mornings (9-9:30) of each month when the Negro C.C.C. camp, located at Konawa, is on the air.

Broadcast is made up of talks and musical numbers. Latter are furnished by the camp quartet and chorus of 15 voices. Chorus is directed by Prof. Earl J. Perry, educational advisor of camps 28 and 29. Prof. Perry gathers his singers around him, says "Now boys, watch my hand," and the harmony is perfect.

"Baseball Prevue"

Women sports fans get a show of their own in John Sneeburger's new "Baseball Prevue" over WTMV, East St. Louis. Stint is aired daily at 1:45 p.m., featuring behind-the-scenes and personality stuff. Sneeburger is a staff writer and sports announcer.

Herb Wixson Joins KHJ

West Coast Bureau, RADIO DAILY

Los Angeles — Herb Wixson, formerly connected with KHQ and KGA, Spokane, has joined the sales staff at KHJ-Don Lee.

WBRY, New Haven

Perry Lafferty, station's music supervisor and junior in Yale Music School, has written words and music for "1066 and All That," coming Yale presentation.

Irma Wulle, new pop songstress, plays her own accompaniment in a weekly series starting Thursday.

Yolanda Ciolfi, kid singer-accordionist, is a new find for the Saturday programs.



FIRST of Zenith Radio's new "radio nurses" have been distributed among J. Walter Thompson execs and others closely associated with company for home testing.

Diana Clifton, young lyric soprano, has joined staff of WAAF and has three programs of her own each week.

Jim Cook, formerly of NBC press department and now handling publicity for State of Michigan Tourists Association, at Grand Rapids in town renewing acquaintances.

WAAF has launched a program titled Bureau of Information which gives radio editors a chance to refer the many people who ask them questions to that station. Lee Thorpe proposes to answer any question asked him on this show.

Charlie Richter has resigned as advertising manager of the Drake Hotel and joined Rockwell-O'Keefe office under Tom Thatcher and George Hillman. Marvin Green, who has been in advertising business for himself, takes over the Drake advertising post. Martha Hoagland will be in charge of publicity.

New WMCA Accounts

Business signed by WMCA last week included a 26-week contract with Chiropractic Education Bureau, Palisade, N. J., for a Sunday show titled "Keep Smiling" at 6-6:15 p.m.; Zonite Products, featuring Mae Murray, through McCann-Erickson; Community Opticians of Jamaica, "Five Star Final," through Commonwealth Adv. Co., Boston; renewal of Chevrolet "Musical Moments," WBS transcriptions, and Studebaker Corp., used car campaign.

Virginia Sale Renewed

West Coast Bureau, RADIO DAILY

Los Angeles — Virginia Sale has had an option renewal for another 13 weeks on Pond's "Those We Love." Gene Mann was the agent.

Biddick Handling KROY

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Biddick Co. has been appointed exclusive Pacific Coast representative for KROY, Sacramento.

Marcelli to Direct Special

Rico Marcelli has been selected as musical director of the special program Tony Wons and four child violinists will give on the Jeannette MacDonald show next Sunday at 7 p.m. over CBS.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

Randolph F. Hall Joins Standard Radio on Coast

West Coast Bureau, RADIO DAILY

Los Angeles — Standard Radio, Hollywood transcription firm headed by Jerry King, has appointed Randolph Franklin Hall editor-in-chief of its continuity division. Closely identified wth advertising and radio since his graduation from Princeton in 1927, Hall at various times has been associated with McCann-Erickson, Batten, Barton, Durstine & Osborn, L. Bamberger & Co., Kenyon & Eckhardt, and Topping & Lloyd, and more recently as copy chief for Chambers & Wiswell, Boston advertising agency. He has been active in production of radio shows for Hudson Motors and Mobilgas and on "Real Folks" and "Ripley's Believe It Or Not," as well as writing copy for dozens of national accounts. Hall will function directly under Don Allen, Standard's production chief.

OKLAHOMA CITY

Albert V. Davis is a new member of sales department of KTOK coming from Daily Oklahoman advertising department. Was prior to that with Chicago office of H. W. Kastor & Sons.

Earl C. Hull, chief engineer WKY, back from Washington, D. C. business trip.

General Mills sponsored broadcasts of the Oklahoma City Indians baseball games will be carried by KTOK. Joseph W. Lee, station manager, has signed contract with Knox-Reeves Agency. Home games will be broadcast from Texas League park here with road games given play-by-play from Western Union telegraph service.

Havrilla Narrates Film

With Alois Havrilla as narrator, "Hat Parade," a 25-minute motion picture, the first sound and music film to be made in the hat industry, has been completed by Pathescope for Frank H. Lee Co., makers of Lee Water-Bloc Hats. Bermingham, Castleman & Pierce agency handled the details.

ONE MINUTE INTERVIEW

LAURENCE MENKIN

"Actors often grouse that directors play favorites in casting their shows. Few stop to reason that directors use certain people repeatedly for their stability and dependability as much as their capability. A director in the control room during a broadcast must be certain that his actors will know what to do and do it well when signaled to stretch or speed-up his show. There are no retakes in radio. The actor who is most often on his toes will most often be working in front of the mike."

☆ Coast-to-Coast ☆

HENRY BURBIG starts his 15th year of radio work on the March 16 broadcast of "Cheer Up America" over NBC-Red. Supporting him on the program, sponsored by Mennen Co., are the Funnyboners, Kay Renwick, John Holbrook, and Frank Novak and orchestra.

Alice Faye, Fred Allen, Tony Martin, Jimmy Durante, Gregory Ratoff and others in the 20th Century-Fox "Sally, Irene and Mary" will be seen for another week at the Roxy.

Sam Hammer will have a couple of stenos from the Piccadilly Hotel on his "How About It?" program over WHN tomorrow night at 8:30.

Lawson Zerbe, the youthful radio actor who is currently featured in leading dramatic air shows, is penning an experimental dramatic serial which will call for the appearance of more than fifteen actors on a single show.

True Story Magazine will open the radio celebration of the American Legion's founding 19 years ago by dedicating its March 11 broadcast over NBC to the organization. Other Legion broadcasts are scheduled for the following week. In the dedicatory program, True Story's A. L. Alexander will pay a tribute to the Legion from the New York studios, and Frank Samuel, National Adjutant, will respond from Chicago.

Jane Pickens, singing star of the Ben Bernie show on CBS, will play the lead in a new musical play titled "Paradise P.M." being produced by Edith Beckton. Patti Pickens and Robert Simmons, tenor, also will appear in the show.

Karl O. Wyler, manager of KTSM, El Paso, addressed the El Paso Open Forum at the Modern Liberal Church about a week ago on the subject: "Should we have advertising in radio?" Wyler, who recently returned from a visit to Canada, compared the British, Canadian and American systems of broadcasting. After the talk, he answered questions put to him by members of the forum.

Lucille and Lanny, NBC duo, are no longer associated with Lester Lee, talent manager. Team is heard currently three times weekly on a sustaining basis and also on the Fred Allen show.

WFAS, White Plains, N. Y.

John Dillon, formerly of WNYC, New York, has joined announcing staff, replacing B. Franklyn Rowland, resigned.

Warren Ives, Air Theater member, has been appearing in the Alden Home Hour programs sponsored by Alden Estates Inc.

Bruno Klohoker, in charge of four German programs weekly, is readying a special version of his program stressing the advantages of Westchester in the summertime.

Millicent Tralle, WFAS director of women's programs, has booked a number of prominent guests for her Saturday morning "Visiting with Millicent" programs.

Neal Ormond, who produces "Uncle Neal's WFAS Kiddie League" one of the oldest programs on the air, gave a talk before the Westchester Drama Association on "Organizing the Little Theater." Ormond is president of the Sherwood Little Theater, Yonkers.

WRC-WMAL, Washington

John Dodge, commercial manager, returned from Florida vacation with a nice shade of tan.

Lee Everett, announcer, has been house hunting since arrival of his family from North Carolina.

Mrs. Frances Mae Harrison is the latest staff addition. She's night hostess.

Mary Mason, Home Forum expert, has invited Jules Charbneau to bring along the tiniest radio station in the world and describe it to her listeners March 9. Charbneau collects midget curiosities.

CKTB, St. Catherines, Ont.

While the idea is not new, the Vox Pop craze has taken hold of St. Catharines, Ont., with a vengeance. Sponsored by a prominent ointment company, CKTB is broadcasting three of these popular programs a week. Paul Frost, who is fast becoming a favorite with CKTB listeners, conducts the broadcasts in a friendly, informal style each Tuesday and Thursday at 8 p.m., and each Saturday at 12:45 p.m. The points of broadcast are strategically located in front of a large restaurant, in front of a theater, and on St. Catharines' busy market place.

The lovers of the ultra-modern swing music are provided with an extra treat each Saturday afternoon at 3:30. Bill Bradley and his Swing Band, who proved so popular on one of Ken Soble's Amateur Hours last year, have been augmented into a complete orchestra under the direction of Henry Kelneck. The program, known as "Swing Matinee", draws a capacity studio audience each Saturday.

WIOD, Miami

Station has been selected to test a series of FBI G-men broadcasts under direct supervision of chief G-man J. Edgar Hoover. Programs feature FBI Agent R. L. Shivers of the Miami division.

Vincent Lopez is heard nightly from Royal Palm Club.

WIOD's Vagabond Microphone went into the fastness of the Everglades last week to get the story of an execution by Chief John Osceola of the Seminole Indian Tribe.

WCCO "Barnyard Follies" Is Given Script Award

Minneapolis — WCCO has received the Radio Review award for March for the outstanding script of the month, according to an announcement by E. H. Gammons, general manager of WCCO. The award was made for a script prepared by WCCO for the Saturday evening "Barnyard Follies" program, sponsored by the Keystone Steel & Wire Co.

Scripts for this program are written by members of the WCCO continuity department. Vincent Edwards & Co., publishers of Radio Review, stated in an announcement that this script was "chosen from scores of programs submitted for reviewing, because it contains many fine ideas that lead themselves with equal effectiveness to adaptation on other types of programs."

"Barnyard Follies" is a variety show, broadcast Saturdays at 7-7:30 p.m. over WCCO. It is patterned after meetings of ruralites at a Grange meeting. The show features Hugh Aspinwall, well-known Northwest radio entertainer, as emcee. Music is provided by the original WCCO "Barnyard Symphony," performing rhythm and harmony numbers.

Several months ago, WCCO was awarded the National Research Bureau "Certificate of Merit" for the "Vacation Varieties" program, heard Saturdays 9:45-10:15 p.m. under sponsorship of Fitger Brewing Co.

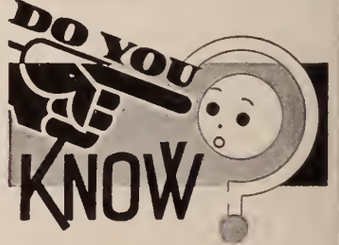
NASHVILLE

Steve Cisler, now manager at KTHS, Hot Springs, Ark., was a visitor last week, renewing old friendships at WSIX.

Dave Stone, WSM "Grand Ole Opry" emcee, has been making personal appearances with The Vagabonds.

WLAC has set aside a daily 15-minute period for use of high schools of the city. Programs will include short plays by the school dramatic clubs.

Jim Turner, WSIX sportscaster, has interviewed quite a few of the big shot pitchers during the layoff months.



Abe Lyman once directed a "Waltz Time" broadcast from a sick bed by telephone.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 46 NEW YORK, N. Y., TUESDAY, MARCH 8, 1938 FIVE CENTS

RCA $50 Television Sets Due Soon

Looking On

.... AND LISTENING IN

AT RANDOM The time will come when national advertisers won't be able to afford to stay off the air for any length of time—lest competitive products displace them in public consciousness.

Radio "circulation" is the most consistently stabilized of all mediums; for buying of magazines and newspapers often declines, but the radio set in the home is always on duty.

How about the use of "trailers" to build up listeners for important radio shows, in somewhat the same manner as movie trailers? It could fetch some spot announcement revenue, and prove worth while to the sponsor.

Dramatic and serial programs ought to do their casting from a wider variety of actors. The continual use of a small favored circle of players is spreading the impression that radio dramas are put on by a single stock company.

A lot of the best minds in the industry believe that Philip G. Loucks is the right man for the NAB presidency.

The entertainer who would be a big and lasting success on the radio must establish a definite personality—one that is liked—and then stick to it.

A specific and aggressive public service policy on the part of broadcasters not only is needed but eventually will be demanded, according to the way the wind is blowing in Washington; so the smart thing for broadcasters to do is to beat 'em to the punch.

—D. C. G.

Hollywood Strain

West Coast Bur., RADIO DAILY

Los Angeles — Sick list of the past few days has claimed several personalities who double in radio and films. Martha Raye took the count early last week and had to give up her spot on the Al Jolson program. Tyrone Power was fighting illness while doing his Sunday night broadcast. Alice Faye is down with flu.

DURATION OF DISK PACT TAKEN UP BY AFM BOARD

Executive Board meeting of the AFM yesterday was taken up with the question of effective date and length of the term of the license agreement to be executed with transcription and phonograph record manufacturers. Scheduled meeting with the disk makers did not take place, but has been postponed for a day or two. Today Mark Woods of NBC and Phil Loucks of the NAB will meet with the Executive Board. Loucks has just conferred with the

(*Continued on Page 3*)

Crosley Stations Get Facsimile Equipment

Crosley radio stations will shortly install Finch facsimile equipment, it was announced yesterday by William G. H. Finch of Finch Telecommunications Laboratories. Powel Crosley Jr., president of the Crosley interests, has already been licensed under the Finch facsimile patents, and his first order for equipment was placed on

(*Continued on Page 3*)

Facsimile Schedule Is Started by WSM

Nashville—After several weeks of tests, WSM has started a regular facsimile schedule at midnight to 2 a.m. Fifty receiving sets, bought for test purposes, have been distributed by Harry Stone, station manager, to remote areas from 10 to 1,000 miles away. Jack DeWitt,

(*Continued on Page 5*)

Five NBC Originations Are Scheduled from KYW

Philadelphia — Starting this week, KYW originates five programs for NBC-Red network. They are: "Music for Moderns," Tuesdays; "Singtime and Dancetime," Mondays; Francess Carroll and orchestra, Wednesdays; KYW Top Hatters, Saturdays, and "Campus Capers," with orchestra under Jan Savitt.

KCMO Biz Tops 1937

Kansas City—Business at KCMO so far this year is 50 per cent ahead of 1937, according to Jack Neal, sales manager. February billings made it the best month since station went on air in May, 1936.

Regular Visual Broadcasts From Empire State Building to Start in Six Months—Warners Make Offer

RCA and NBC, through the television transmitter located in the Empire State Building, will begin a schedule of visual programs in approximately six months, it is learned, with plans also calling for an extensive marketing of television sets by RCA at a retail sales price of $50. Sets are now available from $150 and up, but prices will be lowered as soon as broadcast schedule can be arranged. All programs are expected to be of a local nature, and will not extend beyond New York at the beginning.

CBS, it is understood, has no plans for a regular broadcast schedule for its television station now under construction. Present construction plans will continue, and, if economic situation is right, problem of regular schedules will be worked out.

It has also been learned that negotiations are now on between television companies in the east and Warner Bros. on the west coast whereby that company would take over production of television on the coast on an exclusive basis. Understood that Warners is offering complete facilities, including artists, studios, technicians and radio facilties. Deals, however, are still in the negotiation stage.

U. OF CHICAGO TO USE COMMERCIAL STRATEGY

Chicago—With the objective of selling itself to the general public, the University of Chicago has embarked on a long-range program of using the radio. Under guidance of William H. Benton, vice-president in charge of public relations, formerly head of Benton & Bowles agency, the University is definitely cutting loose from the tactics of oldtime educational broadcasts and coming much closer to using the strategy of commercial broadcasters in putting over its objectives.

Benton has just returned from New York, where he hired Charles

(*Continued on Page 3*)

AGRAP Delays Report On AFRA Affiliation

AGRAP has completed the majority of the balloting in its AFRA affiliation vote, it has been learned, but will hold up announcement of results pending a serious turn of events in regard to numerous local station affiliates. Two New York outlets have already practically disbanded their organizations, with the announcers signing contracts which ban any union activities. Other local

(*Continued on Page 3*)

Mendel Jones Named WCKY Studio Manager

Cincinnati—Mendel Jones, production and promotion manager of WCKY, has been assigned the added duties of studio manager by L. B. Wilson, president and g.m. Jones succeeds Lee Goldsmith, who resigned due to ill health.

Bernie Into Cantor Spot

U. S. Rubber on March 30 will shift its CBS Ben Bernie show into the 8:30-9 p.m. spot which is being vacated by the Texaco-Eddie Cantor show. Bernie is now heard on the same night but at a later period, 9:30 p.m. Campbell-Ewald Co. of New York is the agency.

Tyson Calls a Meeting Of Western NAB Group

West Coast Bureau, RADIO DAILY

Los Angeles—Leo Tyson, general manager of KMPC and president of Southern California Broadcasters Ass'n, has called a meeting of members of the national association in

(*Continued on Page 5*)

Two of a Kind

Boise, Ida. — On NBC's Horace Heidt program Saturday night, the Brigadiers headman brought to the mike a chap who said his name was Bill Phillips. Occupation: announcer. His station: WBRE, Wilkes-Barre. On duty at KIDO here and listening to the program, which nearly bowled him over, was Chief Announcer Billy Phillips. Both stations are NBC outlets.

RADIO DAILY

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Mar. 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	135¾	134¾	134⅞	— ½
Gen. Electric	39⅞	38¾	38⅞	— ⅞
RCA Common	6⅝	6½	6½	— ⅛
RCA First Pfd	51	49½	49½	— 2
Stewart Warner	9⅜	9⅛	9⅛	— ¼
Westinghouse	94	91¼	91¼	— 2⅝
Zenith Radio	14¾	14⅜	14⅜	— ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15½	15½	15½	— ½
Majestic	1	1	1	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5⅛	6⅛

Ferde Grofe Concert Set for Carnegie Hall

Ferde Grofe and his Symphonic Orchestra will give a concert of modern American music at Carnegie Hall on March 25, under direction of Consolidated Radio Artists Inc. Soloists will be Herman Wasserman, pianist; Abe Borodkin, cellist; a guest vocalist; Felicia Sorel, ballet, and Leonard Liebling, commentator. Mrs. William Randolph Hearst's milk fund will share in the box-office receipts.

Corregan to Testify

Washington Bureau, RADIO DAILY

Washington — The Committee for Reciprocity Information, which will begin hearings March 14 on the British-American trade treaty, announces that F. H. Corregan of RCA Manufacturing Co. will appear March 18 to testify on radio apparatus, phonograph records and motion picture sound apparatus.

WROK IS THE
RADIO VOICE
OF NORTHERN ILLINOIS AND
SOUTHERN WISCONSIN
ROCKFORD, ILL. KELLY-SMITH

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 5, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
I Double Dare You	(Shapiro-Bernstein Inc.)	30
Sweet As A Song	(Robbins Music Corp.)	30
I Can Dream, Can't I	(Marlo Music Co.)	26
Tipitin	(Leo Feist Inc.)	24
Thanks For The Memory	(Paramount Music Corp.)	23
More Than Ever	(Miller Music Co.)	22
It's Easier Said Than Done	(Olman Inc.)	21
The One I Love	(Leo Feist Inc.)	20
Whistle While You Work	(Irving Berlin Inc.)	20
You're A Sweetheart	(Robbins Music Corp.)	20
You're An Education	(Remick Music Corp.)	20
Always And Always	(Leo Feist Inc.)	19
Good Night, Sweet Dreams, Good Night	(Shapiro-Bernstein Inc.)	19
I See Your Face Before Me	(Crawford Music Corp.)	18
It's Wonderful	(Robbins Music Corp.)	18
Let's Sail To Dreamland	(Spier Music Corp.)	18
Dipsy Doodle	(Lincoln Music Corp.)	17
Outside Of Paradise	(Santly Bros.-Joy Inc.)	17
Good Night, Angel	(Irving Berlin Inc.)	15

Obtain Release on Disks Direct from Ork Leaders

Philadelphia—Local outlets finding themselves in the middle of the controversy regarding vested rights in phonograph records are taking precautionary measures to the extent of obtaining releases direct from the orchestra leaders making the disks. NAPA, Decca and Victor are disputing certain rights and even though some outlets have obtained licenses from the NAPA, it is believed that further protection is necessary. Reported that to date Tommy Dorsey, Fats Waller and Bunny Berigan who are not members of the NAPA, have signed or signified their intention of giving releases to the stations in question. It is possible that this will be the usual procedure in the future for stations using records.

Johnstone Handling Dramas

Jack Johnstone, who joined the Biow Co. yesterday as director of radio dramatics in the agency's radio department, will present the "Thrill of the Week" and "Front Page News" on the Philip Morris programs starting tonight.

Johnstone, formerly with N. W. Ayer & Son, is a writer, director and producer. He had the "Buck Rogers" series on the air from 1932 to 1936.

George Dewey Hay at WSM

Nashville—George Dewey Hay, better known as The Solemn Old Judge, returns to the WSM "Grand Ole Opry" after an absence of 14 months, due to illness. Announcer Dave Stone, who has been in charge of the "Grand Old Opry" during the Judge's absence, will remain as assistant to Hay on the four-hour broadcast.

Wilkes Joins W. L. Post

Alan Dale Wilkes, formerly associated with Geenar Radio Productions, has been named radio director of W. L. Post. Wilkes will be in charge of radio production.

Geo. Luck to Establish KLZ Merchandising Dept.

Denver—Vested with the authority to establish a complete merchandising department at KLZ in Denver, George T. Luck, former director of sales promotion at KGNC, Amarillo, has resigned as radio director of the Betts Advertising Agency here to assume his new duties.

Creation of the new merchandising department under Luck, a well-known figure in the national advertising field, is designed to increase the scope of KLZ's activities but will in no way alter the station's past policies in offering sponsor aid. His retention will serve to augment services already extended advertisers through screen trailers, press releases and various displays, with Luck assigned to conduct direct contact merchandising campaigns among dealers and jobbers.

Williamson Joins Fizdale

Chicago—A. R. Williamson, until recently assistant to the publisher of the Minneapolis Star and prior to that for nine years manager of the press department for NBC's Central Division, has been named vice-president in charge of the mid-west office of Tom Fizdale Inc., publicity and radio relations.

Williamson's appointment is concurrent with the announcement that the Fizdale organization has been appointed by Blackett-Sample-Hummert to handle publicity on all of the General Mills radio shows as an additional assignment in Chicago.

GELLET BURGESS
Radio's Master of
Friendly Satire and Amiable Nonsense
Author of current best-seller
"LOOK ELEVEN YEARS YOUNGER"
exclusive management
DOROTHY WORTHINGTON
501 Madison Ave., N. Y. WI 2-2759

COMING and GOING

TOM FIZDALE arrived in New York yesterday from Chicago to look over his New York office.

JOHN D. CLARK, president of Transamerican, has been in Hollywood conferring will Bill Ray, Transamerican head there, and Harry Maizlish, general manager of KFWB.

DAN RUSSELL, NBC announcer in New York, arrived on the coast last week to spend a fortnight's vacation.

SNEDDEN WEIR, studio manager of WABY, Albany, accompanied 12 winners of station's amateur contest to New York for auditions and a trip through Radio City.

SAM LYONS is back in New York after an extended stay in Hollywood.

ARTURO TOSCANINI sails tomorrow for Italy.

EDDIE CANTOR, BOBBY BREEN, DEANNA DURBIN, BERT GORDON, VICK KNIGHT and other members of the Texaco Town program, leave for Cleveland on Thursday to make a personal appearance there at the Shriners' Convention.

ALFRED J. McCOSKER, president of WOR, has returned to his desk after a month's vacation at Miami Beach.

KENNETH FRY, NBC-Chicago special events director, is in town for the remainder of the week.

J. J. ARNONE, NBC architect, has returned from Cleveland, where he was working on the new WTAM studios.

Zenith's Guardian Ear

Chicago — Zenith Radio officials have confirmed RADIO DAILY'S exclusive story of last week that its new product would be an extremely sensitive sound transmitting device to be called Radio Nurse. It consists of two units, one the Guardian Ear which will pick up the slightest sound in the room where it is placed and make it audible considerably amplified in any other part of the house or apartment. Both units become operative when plugged into light sockets.



AGRAP Delays Report On AFRA Affiliation

(Continued from Page 1)

chapters are now being approached with same offer from station owners, while the networks and agencies are known to be working on an independent affiliation with AFRA.

Officials of AGRAP, it is learned by RADIO DAILY, are aware of the fight to make them disband in favor of AFRA, and as a result are keeping any balloting done by the membership to date secret pending new developments.

First indications in present balloting showed a strong pro-CIO feeling among the local chapters.

WFBR Auto Week Parade Compares Old and New

Baltimore—WFBR, NBC-Red outlet, in cooperation with the Automobile Trade Association of Maryland, yesterday aired a short wave description from its mobile radio station while participating in the association's novel parade of used cars. Fifteen cars in excellent condition and fifteen of questionable quality made a four-hour tour of the Baltimore streets. The exhibition was rolling proof of the fine buys now in the used car field and the relics that should be discarded. The broadcast was a portion of WFBR's and ATA's contribution to National Used Car Exchange Week.

Cole Airing from Bed

Charlotte, N. C.—Surrounded by flowers of every hue, with a pretty nurse standing by and a hospital orderly holding his microphone, Grady Cole, ace WBT news commentator, is broadcasting his twice-daily programs from his bed in a Mercy hospital room. Cole had two operations—one for appendicitis and the other for tonsils.

Cole is doing nicely and his hospital-room programs have aroused much interest in the WBT audience. He has received thousands of letters since his illness began a week ago.

Harriet Parsons Renewed

West Coast Bureau, RADIO DAILY

Los Angeles—Harriet Parsons will continue her commentary series for another 13 weeks for the Emerson Drug Co. over NBC-Blue, under a contract extension running into June.

Fair Seeks Toscanini

Officials of the World's Fair are attempting to sign up the Toscanini NBC series next year to emanate from the grounds it has been learned. Toscanini, who has an agreement with NBC, may broadcast from the RCA, NBC building on the site if the negotiations are successful.

WQXR
MORE
for your
RADIO DOLLAR
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NEW PROGRAMS—IDEAS

WIL Puts Clubs on Air

A new feature was inaugurated Monday by WIL, St. Louis, when the first broadcast of the proceedings and the address of the guest speaker was broadcast from the weekly meeting of the Traffic Club. WIL intends to air these programs from all of the service clubs in the city. The number of service clubs in St. Louis makes it possible to remote these shows five days a week, Monday thru Friday. Beside the Traffic Club organizations to be included are: Kiwanis, Optimist and Rotary clubs, also advertising clubs and business men's associations. Advance information from the luncheon groups indicates that an impressive list of interesting and educational talks are in store for WIL listeners.

Feature "Good" News

Strictly on the optimistic side is the current program titled "Good News," presented daily at 5:45 p.m. from WJW, Akron. Using as a musical base peppy tunes with cheery titles, the program features items and commentaries on the sunnier side of the news. Presented first as a sustainer, it soon went commercial for W. F. Jones Ford Co., with commercials tied in as other good news items.

Duration of Disk Pact Taken Up by AFM Board

(Continued from Page 1)

Executive Committee of the NAB in Louisville.

In rewriting the language of the proposed license for the disk men, the only question that arose was Paragraph 7, which formerly read: "That this license may be terminated by either party without cause or for any reason."

Definite term of one year, six months or other will be inserted, also the effective date of any license agreement is to be definite. Fly in the ointment is the annual convention in June which has to pass upon contracts for a year or more. The IRNA proposition was taken up in advance as to length of contract term. Not wishing to take action which may be voided by the convention, the Executive Board is faced with planning a license going into effect next September, or making it effective for a short period and then wait upon the action of the convention for a longer period. Matter of AFM permission to musicians for making disks is also to be considered on a definite basis when making terms for AFM licenses to the manufacturers.

Orson Welles' Forum

Series of four forum discussions under direction of Orson Welles and devoted to the producer's modern Shakespearian productions will be aired starting today 5:15-5:45 p.m. over MBS. Cast of Welles' New York and Chicago productions will participate, with first program originating in New York and succeeding three in Chicago. Title is "Orson Welles' Forum."

Harry Harvey Joins CBS

Lincoln, Neb.—Harry Harvey, recently resigned technical supervisor of KFAB-KOIL-KFOR, here and in Omaha, has joined the Chicago CBS engineering staff. First assignment is to work out synchronization between KFAB and WBBM, Chicago. Harvey built KFAB 14 years ago.

Crosley Stations Get Facsimile Equipment

(Continued from Page 1)

behalf of WLW, Cincinnati. Similar equipment will be added later for WSAI and for the three Crosley short-wave stations, W8XNU, W8XAL and W8XIR. Twenty-three stations are now licensed by Finch.

Marek Weber Renewed

Marek Weber, conductor-violinist, has been renewed on the NBC "Carnation Contented Hour" for another nine months starting April 3 through CRA.

U. of Chicago to Use Commercial Strategy

(Continued from Page 1)

(Chuck) Newton from the J. Stirling Getchell agency and formerly with H. W. Kastor here as radio director of the University. This apparently means that the University will begin to cut loose from the University Broadcasting council which co-ordinates radio activities of the three big schools here with the aid of local stations.

Newton, after brief vacation in Bermuda, will come here and give his attention first to the University of Chicago Round Table. Four weeks ago Mr. Benton launched a policy of paying the round tablers $50 per appearance.

WCLE to Feed Musical Event

Cleveland—WCLE will feed Mutual a special program by the Oberlin Chapter of the Ohio Young Artists Club on March 19 at 4:30 p.m. The program has been accepted by the Mutual network because of the excellent opportunity it affords to demonstrate the advancement in musical training which has taken place in the Cleveland area.

Jay Bell Joins WOWO-WGL

Fort Wayne, Ind.—Jay Bell of Pittsburgh has been added to the announcing staff at WOWO and WGL.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made.. ..where retailer meets customer .... that's why a retailer is judge and jury of advertising results .. ..retailers in Michigan's eight major markets prefer, by actual experience, the....

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

ORCHESTRAS MUSIC

FESS WILLIAMS and his ork from the Rosebud in Brooklyn will be heard over WHN on Tuesday and Thursday nights at 11-11:30 p.m. starting tonight. Another new WHN remote is Kostia Krummel and his Balalaika orchestra from the Russian Bear restaurant, Monday-Wednesday-Friday at 11 p.m.

Bernice Beers is the new vocalist with Irving Aaronson and his Commanders. She will be heard at 8:45-9 p.m. Tuesdays and Thursdays.

Robbins Music has signed Adrian Rollini, radio vibraphonist and composer, to an exclusive contract for publication rights to his forthcoming tunes.

Ken Sisson has suggested to songwriters in Montreal that they write more tunes boosting the homeland, such as "A Little Home to Run to in Toronto," "On the Trail at Lake Louise" and "I Lost My Heart at Jaspar."

Mark Warnow is obtaining all those orchestral effects on the Heinz Magazine of the Air using only 28 musicians. He is employing nine violins in the string section.

Del Courtney's orchestra opens at the Schroeder hotel, Milwaukee, March 10, following Woody Herman, local lad, whose engagement was extended an additional week. Music is carried over WTMJ. Casper Reda and his orchestra has returned to WTMJ with airings each Tuesday, Thursday and Saturday at 6:30 p.m.

Al Goodman is employing 25 first violinists in his "Hollywood Parade" orchestra, which, he claims is more than the New York Philharmonic uses.

"College Humor," Larry Clinton's latest contribution to swing, will make its radio debut when the "Saturday Night Swing Club" session salutes college students of the United States on March 12 over CBS at 7-7:30 p.m. Clinton is the composer of "Dipsy Doodle," the current swing rage.

The first performance of Bernard Rogers' new Symphony No. 3 will be given by Dr. Howard Hanson and the Rochester Philharmonic Orchestra in the third program of "Milestones in American Music," to be broadcast Thursday, 8:45-9:30 p.m., over the NBC-Blue Network.

In Atlanta THEY LISTEN TO WATL



● ● ● **Jacques Renard will continue as musical director for Cantor on the Camel series....Bobby Breen now claims to be the first to sing "B. M. B. D. S." and will bring Sholem Secunda to the Texaco show tomorrow to prove it....CBS has in preparation Dick Hyman's book, "It's the Law," for a half-hour series....Marx Brothers are ready to go on the air. Seems that their previous objection was bad script—but they have good material now....Ralph Wonders left the coast without fanfare and destination unknown...."Alexander's Ragtime Band" will have SIXTY songs in it....Irving Lazar, the lawyer-man, who was bought out of his contract on Henny Youngman by the comic, is now with MCA....Did you hear about the unfortunate fellow with women—when his girl was sawed in half, he wound up with the part that EATS!**

● ● ● *At Leon & Eddie's birthday party for Col. Jay C. Flippen the other dawning it remained for Columnist Hy Gardner to steal the show with a bit of tomfoolery. Henny Youngman was never better and Jack Waldron handled the hecklers in beautiful style. Hank Greenberg, Bobby Feldman, Truman Talley, Toots (Tavern) Shorr, Al Shayne, Arthur Brown, Ted (Gagster) Husing, Louis Sobol, Barney Ruditsky, Wm. R. Hearst, Jr., Billy K. Wells, George Lait, Eddie Dowling were among those present to celebrate a swell guy's natal day. Helene Standish is now featured vocalizing there. ....Frank Hingley, giant page boy at KLZ, Denver, is being treated with respect now by his fellow-workers because he was crowned champ during a tournament conducted by Denver's five senior hi-schools besides playing on the championship pigskin team....His supremacy was once challenged by an announcer—who was beaten in 13 seconds flat—thus preferring to have his identity remain a secret!*

● ● ● **Deal for General Motors to use Haven MacQuarrie's "Do You Want T. B. A. Actor?" to plug their used cars is expected to be closed this week....John Nesbitt has two offers—one to succeed the west coast's Union Oil Thrill series—and a coast-to-coaster for Lucky Strike with Felix Mills' band and Ken Carpenter wordslinging....Harriet Parsons has been renewed for 13 weeks on Bromo-Seltzer....Dave Tough, drummer with Bunny Berigan, succeeds Gene Krupa on the pots and pans for B. Goodman.... Charles Ruggles will do a turn for Jolson in April....Jimmy Grier's crew will be aired from the Academy Awards Ball the 10th which CBS will carry from the coast....Sylvia Sidney will replace Kate Smith on the Chesterfield vacancy Friday....Billie Holliday, colored singer, will vocalize with Art Shaw's crew....Bob Burns' flood damage amounts to $6,000....A letter just arrived from the coast: "I'd like to have you visit me in the house I just finished building—Kenny Baker"....It was postmarked before the floods!**

● ● ● *Fan mail, valentine, requests for autographs, etc., are received daily by Michael, a dog owned by Don Douglas, announcer at KOIN, Portland, Ore. This is all due to the time that Ivan Jones, Walter Stewart and Frankie Trevor, airing the KOIN Klock, had Michael bark into the mike as a gag. Right then the custom was established—and now on the rare a.m.'s when Mike refuses to bark a "good morning" to his fans, numerous inquiries are invariably received concerning the canine star....From Columbia, S. C., comes this "crack of the week": As a voluble soprano blasted into "The Star Spangled Banner" on a local show, WIS' Chief Engineer Scott Helt rang the control room moaning: "For Pete's sake, boys, let's give the country back to the Indians!"....Our auditor, Albert G. Ashcroft, on Saturday became the 1938 light-heavyweight champion wrestler of the Met. A.A.U.—which means that we won't piffle over pennies in our "Petty Cash Voucher" with him hereafter!*

AGENCIES

HARRY COOPER has joined the Chicago staff of Ruthrauff & Ryan, where he is handling publicity. At present he's concentrating on "Jack Westaway Under Sea" series.

McKEE, ALBRIGHT & IVEY of Philadelphia has been appointed to handle the advertising of Southern Dairies Inc.

J. DONALD NEWMAN, formerly with Hanff-Metzger agency in Los Angeles, has joined the recently formed Goldblatt & Smith agency in the Lloyd Bldg., Seattle, to handle research and sales promotion. Carl W. Smith and Al Goldblatt are partners in the new agency.

Tom McAvity in Hospital

West Coast Bureau, RADIO DAILY

Los Angeles—Tom McAvity, supervising all Lord & Thomas radio programs here, was taken to the hospital late last week following a nervous breakdown as the climax of several days illness. McAvity has been directly in charge of the Warner-Lucky Strike "Your Hollywood Parade" and the Mickey Mouse show for Pepsodent. Jack Runyon will take over during the month McAvity is expected to be away from his desk.

Scott's New Robot Radio

Chicago—E. H. Scott, manufacturer of deluxe receivers, will introduce his new Telematic robot radio next week. Set has no dials, buttons or switches and is completely remote-controlled. Special clock attachment, at extra cost, will enable listener to set up complete program schedule for twelve hours on as many as six channels, if he chooses. Clock apparatus also will permit interruption of listening for any period desired and then turn on set again when desired.

Urges San Diego Gov't Station

Washington Bureau, RADIO DAILY

Washington — In a radio address last week, Senator Chavez of New Mexico urged public support of the bill sponsored by himself and Senator McAdoo to establish a government-owned station at San Diego to combat foreign propaganda broadcasts to Latin America.

Another Way to Tell the KVOO Story!

KVOO, Tulsa, is the most powerful station between St. Louis, Dallas and Denver, covering the heart of the Triangle. More population, more radio sets and more spendable income than any other Oklahoma station! 25,000 watts. N.B.C. Edward Petry and Co., Rep.

Los Angeles

GENE and GLENN, radio comedy team best known in the middle-West, who have been doing double duty on KFI and KECA since coming out here six months ago, open a week's engagement at the Paramount Theater on Thursday.

Albert G. Bergman, prominent Los Angeles attorney, begins a new series of "Law in Everyday Life" on KECA Monday nights at 8:45, similar to the program muted last May which the lawyer had conducted as a KECA sustaining feature for years.

Vocational Service Inc. of Eagle Rock has contracted for a series of 15-minute transcriptions on KNX for Fridays at 9:15-9:30 p.m. Program is "Dr. Dollar," commentator, and the account is handled by R. H. Alber Co.

Lazar Samoiloff, vocal coach who has a KFWB program on which he presents his most promising pupils, has been switched from his former Tuesday evening at 9 spot to Mondays at 6:30.

Howard Swart, now writing and acting in the CBS "Newlyweds" series, used to have a "Gravelpit Courtroom" program which was familiar to Southern California dialers three or four years ago. Luckily, Swart still has the scripts, so when CBS line operations failed because of the recent deluge of liquid sunshine and KNX had to improvise a continuous schedule, "Gravelpit Courtroom" again took to the air.

The Hollywood contribution to the special American Legion broadcast of March 15 on NBC-Blue, in celebration of the 19th birthday of the Legion, will include: Jack Benny, Dick Powell, Marion Talley, Olsen and Johnson, Priscilla Lane, Frank Forrest, Johnny Davis and Frank Hodek and orchestra. Program will cut back and forth between New York, Hollywood and Washington, airing at 9-10 p.m.

Jack Gross, manager of KEHE, and Bobby Kaufman of the Hearst station sales staff, were in San Francisco last week for a few days.

R. Calvert Haws, formerly producer of "Hollywood in Person," presented his original sales-drama, "Buyers on Parade," before the Sales Managers' Association of Los Angeles at the Breakfast Club meeting last week.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Greetings from Radio Daily

March 8

Victor Arden — Tex Fletcher
Franklyn MacCormack
Jerome J. Cohen

NEW BUSINESS

WNEW, New York: Alladin Home Appliance Corp., news, through Scheer Advertising Corp.

WIP, Philadelphia: Varady of Vienna.

KYW, Philadelphia: Johns-Manville Corp., ETs, through J. Walter Thompson; Chevrolet, "Musical Moments", ETs.

WFIL, Philadelphia: Bayuk Cigar, spots, through McKee, Ivey & Albright; Ralston Purina, music; Lever Bros. (Spry), spots, through Ruthrauff & Ryan; Nash-Kelvinator, spots, through Geyer, Cornell & Newell.

WDAF, Kansas City: Armstrong Cork, ETs, through BBD&O.

KSL, Salt Lake City: McKesson-Robbins Drug Co., spots; Glidden Paints, ETs; Chevrolet, "Musical Moments," ETs, renewal.

WSM, Nashville: Dr. Pepper Dixie Network program, through Tracy-Locke-Dawson; Akron Lamp Co., additional morning programs.

WSIX, Nashville: Coca Cola, "Singing Sam", through D'Arcy.

WBT, Charlotte: Walker Remedy Co. (poultry remedy), spots, through Weston-Barnett, Inc.; Bayer Somesan Co., announcements, through Thompson-Koch Co.; DeVoe-Reynolds Co. (paints), ETs, through J. Stirling Getchell; Rit Products (dye), spots, through Earle Cudgin Inc.; Bona Allen Inc. (shoes), announcements, through Groves-Keen Inc.; Duke Power Co., programs, through J. C. Brantley Adv. Agency; Automobile Mfrs. Ass'n (Nat'l Used Car Exchange Week), announcements, through Young & Rubicam.

Heavy Vote is Cast In KSL Talent Search

Salt Lake City—A total of 32,182 votes, representing one-sixth of the entire population of Salt Lake City, was tabulated in the "Search of Talent" auditions held by KSL and The Desert News. Finals were aired from the stage of the Assembly Hall, with 2,200 persons present and 600 turned away. Winner was Lily Craven Trembath, soprano, of Centerville.

Due to success of the series, Wilby Durham, talent editor, announces a new talent search which will be started immediately.

WLBC Program Director

Muncie, Ind. — Carl "Doc" Noble, well known in musical circles and musical director of WLBC, has been appointed program director by Don Burton, station owner and general manager. Complete revision of station's program policy is underway with Noble developing several live talent shows.

Powell Joins News Features

Edward M. Powell, formerly publicity director of N. W. Ayer & Son, has resigned from the Institute of Public Relations to become vice-president of News Features Inc., publicity and promotion organization.

WISN, Milwaukee

"WISN Sports Parade", sponsored by Charles E. Turmock Co. in interest of Fairbanks-Morse refrigerators, has been renewed for a year. A new prize contest accompanied the program, with Alan Hale announcing.

Excerpts from annual Milwaukee Junior League charity ball drama will again be aired tonight at 8.

WIS, Columbia, S. C.

James Young, from WWNC, Asheville, has joined announcing staff.

"The Sundial", new morning show, is being handled by Frank Burger.

George Case, who ran "Alarm Clock Melodies", left Saturday to become program director and production manager of WDNC.

Tyson Calls a Meeting Of Western NAB Group

(*Continued from Page* 1)

Southern California, Arizona and Nevada, comprising District 16 of the NAB, for March 14 at the Biltmore Hotel. Meeting will be presided over by Donald W. Thornburgh, CBS vice-president, who was elected a director of the national board at the recent Washington convention. Purpose of the gathering is to discuss organizational setup and policies, with Thornburgh due to leave March 18 to attend national board meeting in Washington on March 21.

Sign Miker for Coast Games

West Coast Bureau, RADIO DAILY

Los Angeles — Mike Frankovitch, adopted son of Joe E. Brown, has been signed by West Coast Advertisers to be their commentator for the baseball games from Hollywood and Los Angeles, over KFAC, starting March 18.

Kemp Handling KTHS Show

Hot Springs, Ark.—Everett Kemp has been appointed producer and leading character of the KTHS "Country Store", oldtime music show, aired Tuesday nights at 8:30-10. Full KTHS talent staff, including Texas Wanderers, Friend Brothers, Dick Huddleston and his Pine Ridge Neighbors, Irl Hudson, Barney and Hollis, and others, are heard on the program, which has been a KTHS feature for nine years and was a starting point for "Lum and Abner."

Brinckerhoff Waxing "Wifesaver"

E. V. Brinckerhoff recording studios have obtained contract for waxing the Procter & Gamble "Wifesaver" series starring Alan Prescott. Entertainers appearing in the series include Joey Nash, Jack Lathrop and Henry Hilvern. Gregory Williamson of Pedlar & Ryan handles the account, and show is directed by John Wiggin.

Ray Linton Resigns

Ray Linton has resigned as Chicago representative for WMCA. Bert Lebhar, recently returned from Chicago, will announce successor within the next few days.

Chicago

KENNETH D. FRY, NBC special events director, left Saturday for New York on business. Before he returns he will meet Mrs. Fry who is returning from a vacation in the Virgin Islands.

Lou Jackobson, new WGN production director, is handling the Bob Becker show for Morrell's on both WGN and NBC.

Lloyd G. (Bucky) Harris of NBC production is laid up for second time this winter with illness.

Don Morris has been added to University of Chicago publicity staff to handle promotion for the University of Chicago Round Table aired over NBC.

Facsimile Schedule Is Started by WSM

(*Continued from Page* 1)

chief engineer, also has arranged exchange broadcasts with KSTP, St. Paul, and WHO, Des Moines, to test distant reception.

Disk Series for Canada

S. C. Johnson & Son Ltd. (Johnson's Wax), through Needham, Louis & Brorby, has started a transcription series in Canada on CJRC, Winnipeg; CJRM, Regina; CFCN, Calgary; CFRN, Edmonton; CFQC, Saskatoon. CKAC, Montreal, also is included with a special French show. Kellogg Co., through N. W. Ayer, also recently placed "Howie Wing" ETs on CJRC, CJRM; CFRB, Toronto, and CJOR, Vancouver, Joseph Hershey McGillvra is rep for the stations.

CBS Shows to Switch

"Phil Cook's Almanac" and "Manhattan Mother" will replace the Sunday night Wrigley and Vick's programs effective March 27. "Almanac" will be heard 6:30-7 p.m. and "Manhattan Mother" at 7-7:30 p.m. Both programs will be heard as sustainers.

Did you know that many of our students after completing courses in The School of Radio Technique have been accepted on commercial broadcasts?



GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

PROGRAM REVIEWS

"VALIANT LADY"

with Joan Blaine
General Mills
WABC-CBS, Monday through Friday, 1:45-2 p.m.
Knox-Reeves Agency

FIRST-RATE SERIAL, ADDED TO GOLD MEDAL HOUR, IS EXPERTLY HANDLED ALL AROUND.

Taking over the 1:45-2 p.m. period in the Gold Medal Hour, formerly occupied by "Hollywood in Person", this new serial should catch on very quickly and carry a good-sized audience on its entertainment merits. As one of its first assets, there is Joan Blaine in the starring role of a talented young actress who is faced with choosing between her career and her family and friends. Miss Blaine makes the character appealing from the start.

Authorship of the series is by Bayard Veiller, the playwright, which should assure a consistently good job, as indicated by the opening installment. Direction of the serial is in the hands of Charlie Schenck, who likewise knows his stuff and demonstrated it in initial chapter.

As the story opens, the "valiant lady" played by Miss Blaine is about to be given the chance of a lifetime to play the lead in a new show due to an accident to the leading woman on the opening night. Episode fades on the right note of suspense.

"THE LAMPLIGHTER"

Julius Grossman Shoes
WOR, Sunday 2-2:15 p.m.
Sterling Advertising Agency

SPOT ACCOUNT RETURNS WITH AN ESTABLISHED PHILOSOPHER-COMMENTATOR WITH A FOLLOWING.

Jacob Tarshish as The Lamplighter is heard again in an intimate quarter-hour of philosophical chatter, bringing a message to his listeners in entertaining style without being too much of the pedagogue. He has a clean cut delivery and sounds a sincere note, yet avoids the namby-pamby gush often dispensed on such programs. A little incidental music further enhances the period. Grossman shoes as usual stress the foot trouble corrective lasts and other qualities, also listing the addresses of their three stores in New York and Brooklyn.

"Their Greatest Stories"

New WPA Federal Theater Radio Division series has a strong array of the best stories by well known authors and contributors to national magazines. Arrangements were made with authors, magazines here and abroad, also with estates owning copyrighted material. Much has been made available for broadcast purposes, over WOR-Mutual on Sundays at 8-8:30 p.m.

Initial yarn was one that appeared in Esquire, by Herbert Lewis. Story revolved around a "death house" correspondent for press associations and individual newspapers and his sending in of an account of the execution of a murderer. At first it appears that the foreign professor has no color, nothing at all upon which to hang a good story. Subsequently an eye witness running story of the proposed execution and the applied psychology of the condemned professor makes a hair-raising drama.

Basically, the story was a good one. Production and casting were unusually good for the most part, the correspondent being outstanding in his handling of the part. Re-write man was somewhat weaker, but nothing really interfered to lessen the suspense and maintain the listener's interest. In spots smoother continuity would have been an aid where the slack could have been taken up. Initial show portends a highly exciting series and should acquire a considerable audience among the dial twisters that do not go too strongly for variety on an opposition network.

"Idea Exchange"

New WHN sustainer, which started Saturday night 8:30-9 p.m. smacked of the "my invention" pattern, which is no longer a novelty, yet it had humor and proved amusing. Listeners are invited to send in letters suggesting ideas. Members of studio audience are invited to read them. Five dollars goes for best letter; two for best reading. Initialer aired brainstorms ranging from compulsory penny-a-day lotteries to make everyone a millionaire, to an insurance system bringing girls from the country to the big cities regularly. It was entertaining, but possibly could be sharpened in a 15-minute groove. Arthur Daly and Howard Merrill are in charge.

Ted Weems

Ted Weems and his orchestra returned to the Varady of Vienna show Sunday over MBS, 1:30-1:45 p.m. after a two week layoff during which Bernie Cummins filled in. Weems, as usual, offered a well diversified program in a scintilating manner.

Minneapolis Stations Cooperate

Minneapolis—Edward P. Shurick, assistant g.m. of WDGY, Mutual outlet, was up a tree the other night. Through a misunderstanding, Methodists in the Twin Cities were advised that a special program on 200th anniversary of Methodism would be aired at 9 p.m. by WDGY, which goes off the air at 7:15 p.m. Shurick called Stanley E. Hubbard's KSTP, NBC-Red affiliate, which had lines into WDGY, and they agreed to cooperate. E. H. Gammons' WCCO, CBS outlet, with lines from KSTP, also agreed to help feed the program to WTCN, NBC-Blue outlet. So program was fed by WDGY to KSTP, through KSTP to WCCO, through WCCO to WTCN and from WTCN to the Wesley Church, where Methodists heard it.

NEW ORLEANS

Tony Almerico and his band are going into the Plantation, following Burt Massengale. WDSU wire.

Attempts to settle the union squabble with WSMB and WDSU here looked like they met with no success again.

John B. Gambling's 13th Year

A pioneer in the technical and entertainment phases of radio, John B. Gambling, WOR's Human Alarm Clock, celebrates his 13th anniversary on the air March 14.

OKLAHOMA CITY

Neal Barrett, Hearst Radio v.p. in the Southwest, has been named a director of the Oklahoma City Better Business Bureau.

A series of weekly broadcasts, consisting of dramatized skits on Better Business Bureau activities, will be aired over WKY.

Ken Linn and Wade Hamilton are featured in "Nonsense and Notes to You," new Electrolux commercial, over KOMA-KTUL twice weekly. Show originates at KTUL.

John Blatt, promotion director for the Oklahoma Publishing Company, operators of WKY here, KLZ in Denver and KVOR in Colorado Springs, has left the office here to direct a $3500 ten-week promotion campaign for KVOR.

WTMJ, Milwaukee

With Sam Levy going to Hot Springs to cover spring training of the Milwaukee Brewers, Charles Nevada takes over the "Sports Spelldown" Saturdays at 6 p.m. Nevada's nightly "Last Word in Sports" continues.

The new commercial, "Apple a Day," will have Fred King, tenor; Margot Gillmore, actress; piano team of Lillian Largay and Jack Martin, and George Comte, announcer.

Neale Bakke, globe-trotting salesman, is back from a three weeks vacation sojourn in Mexico City.

Claude Kirchner, announcer, late of WTMJ and now with NBC, Chicago, did a "visiting fireman," as did Don Gordon, another announcer alumnus who is free-lancing in the Windy City.

Bob Heiss and Warren Meade are handling the "Question Bee," recently sold to Krier Preserving Co.

WLBC, Muncie, Ind.

Al Lee and Helen Schayer, formerly librarian at Denver, will be married at Indianapolis on Sunday at the home of the WLBC's announcer's parents.

Henry Hank Marks, announcer, and C. X. Castle, engineer, busy now reading cupid publications in anticipation of solving bachelorhood problems and joining the marital ranks of station.

Bill Craig, commercial manager, busy making plans for Chicago trip.

Pierre deMiller making plans to expand his photo-facsimile department.

Don Russell, local salesman and Fred Ayer, merchandising director, talking to each other through masks as result of recent colds.

PROMOTION

Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each salesman appears on WMBH once each day during the week. Prizes are awarded to the salesmen by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 p.m.

NBC Revives Listings

NBC has revived its network commercial booklet listing all the commercial programs on the Red and Blue networks. Feature sustaining programs also are a part of the new book. Network late last year discontinued the publication. Book will be published monthly.

General Mills Additions

Chicago—When General Mills hour on CBS moves to basic NBC-Red with Mountain and Pacific networks on May 30, additions to network will include six Blue stations. Program will be heard at 2-3 p.m., an hour later than at present. Procter & Gamble will consolidate its shows in the present General Mills CBS spot.

Form Co-Op Booking Bureau

Maurice Leffert, attorney, announces formation of Cooperative Booking Offices Inc., stock of which will be held by artists, managers, buyers, etc., in all fields of entertainment. Purpose of the organization is to represent, offer, and arrange mutual working agreements by and between artist-manager and buyer interests.

Sidney Robards Transferred

Sidney Robards, NBC press department, has been transferred to RCA Department of Public Information, where he will work under Frank Mullen.

R-O'K Signs Carl Freed

Carl Freed and his Harmonica Lads have been signed by Rockwell-O'-Keefe for five years.

Blomsness Joining NBC

Portland, Ore.—Chet Blomsness, sales manager of KGW-KEX, resigns effective March 15 to join the NBC sales organization in San Francisco.



NOW* BEING DISTRIBUTED COMPLIMENTARY

TO

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

Subscribers Everywhere

* ~ ***Out On Time As Promised*** ~

~ ***Radio Daily Service As Usual***

KANSAS CITY

Fred Weingarth, WDAF sports announcer, back on the job after a crash on the ice during a storm.

Helen Lee, KCMO sales rep, is back from an Omaha business trip.

Webb Wittmer, WDAF announcer, has returned to work after being out several days due to illness of his father.

KCKN fan mail response for February was more than double the total of February, 1937.

Arthur B. Church, president of Midland Broadcasting Co. (KMBC), and Mrs. Church are back from a Caribbean cruise.

Carter Ringlep, KMBC regional sales director, is on a business trip through Missouri, Oklahoma and Kansas.

Bob Caldwell, WHB announcer, attended the funeral of his grandfather in East St. Louis.

John Larkin of KXBY staff is narrating the new "Swingphonic Hour," a burlesque of Deems Taylor symphonic airings.

Frank Groves ("Yours Truly Mister Dooley") has joined KCMO staff.

General Mills and Socony-Vacuum will co-sponsor baseball games over KXBY, with Walt Lochman at the mike.

Ellis De Long, WDAF announcer, handling the recently revived "Nighthawk Frolic."

Harry Kaufmann, WDAF program director, pilots the ork for a new thrice-weekly sustainer, "Silhouettes."

WROL, Knoxville

S. E. Adcock, president, is back from a Florida sojourn. He was accompanied by Mrs. Adcock and their daughter, also a guest from New York.

"Pa" Harry Moreland (Cousin Harry), announcer, is now an actual pa. It's a boy.

"Home Folks Frolic", new daily morning show sponsored by J. G. Moser Furniture Co. features the Fields and Hall Mountainers, the Buccaneers male octet, and baritone John Seagle singing hymns with organ accompaniment.

ONE MINUTE INTERVIEW

SAMMY KAYE

"So much controversy is raging over credit for originating the style of singing title introductions to orchestral numbers that an explanation is in order. In 1927, I heard a Gus Arnheim recording of 'Getting That Swing' and 'Doing That Thing' in which Gus, more or less accidentally, I believe, used a singing introduction to break the mood in mid-record. I adopted it immediately for my high school band as a means of keeping rhythm between numbers and have used it as a regular feature ever since."

☆ Coast-to-Coast ☆

DALE EVANS, songstress, will be next Sunday's feminine guest star on the "Pepper Uppers" program over the Dr. Pepper-Dixie Network. Frank Barden also will sing on the show, emceed by Jimmie Jefferies.

Special events department of WTAQ, Green Bay, Wis., is making plans to air the annual Marinette-Menominee Smelt Carnival, April 2-9, with possibility of a network hook-up.

WBRY, Waterbury, Conn., made the front page of the Waterbury Republican with its broadcast of Raymond Moley being interviewed by Paul Cornell of the Romford School. The program was one of a series on "The Road Ahead," in which prominent speakers will give their views about government, business and other subjects of vital public concern. Dr. Thomas Parran, Surgeon General of the U. S., Paul DeKrief, P. B. Noyes and Charles Hanson Towne are others who have appeared in the series.

Joe Austin, control engineer at WELI, New Haven, is laid up by mumps.

KMO, Tacoma, fed its first musical contribution to Don Lee-Mutual last week when the "World's Biggest Swing Band" furnished a Paul Bunyan musical feast from the musicians' annual ball.

Comedian Oliver Wakefield, who started on the current Paul Whiteman series in a guest capacity, has already been heard on ten broadcasts, and is scheduled to appear for quite some time yet.

"Adventures of Ace Williams," about a daredevil newsreel cameraman, has been renewed by KGBX, Springfield, Mo. W. E. Long Co., Chicago, is the agency.

A program telling how to raise poultry is being aired at 6:55 a.m. these mornings by KRSC, Seattle.

Ruth Parks in "Magic Console" moved from Cleveland's WCLE to WHK on Sunday. The move is brought about by an increasing demand to spot the show during the evening hours.

Eight members of a University of Colorado journalism class studying radio news took over the entire operation of the news service at KFEL, Denver, last Friday. KFEL lent its facilities to the students on request of their instructor, Vernon F. Loughran, to give them a practical introduction into the operation of a radio news service.

Marian Shockley, Hollywood screen star, currently featured in "Censored" at the 46th Street Theater, will be feted by visiting cinema colleagues on Saturday night in the Georgian Room of the Hotel Piccadilly. Jeno Bartal is in charge of the musical arrangements.

Florence Baker, New York radio actress, has migrated to Hollywood and will remain there permanently.

Just as Frank Daniels introduced the speaker on the program of American Bureau for Medical Aid to China over WVFW the other day, he looked out the window and saw a fire in a neighboring block. Thus began a scoop, describing the blaze from the WVFW studio, including first reports into listeners' homes.

Kent Owen, radio editor of the Racine, Wis. Journal-Times, is now featured twice weekly over WRJN on the "Along Radio Lane" program.

Kyser in Theaters

Chicago—Kay Kyser and his "Kollege of Musical Knowledge," which goes from Mutual to NBC-Red on March 30, opens March 18 at the Chicago Theater. After Kyser goes east he will be spotted in eastern houses. Prizes will be offered contestants picked from audience.

Mendelssohn Joins KFH

Wichita — Milton Mendelssohn, formerly with Kirtland Engel agency, Chicago, has joined KFH here as sales promotion and production manager.

Gov't Plan Denied

Washington Bureau, RADIO DAILY

Washington—FCC officials deny reports that a way is being sought to assure a national audience for radio programs formulated by government departments.

John Mayo Resigns

John Mayo has resigned as sales manager of Sound Reproductions, it was announced yesterday by E. L. Bresson, president.

Foster Joins CBS Publicity

Michael J. Foster, former sports writer for the New York Journal, has been added to the CBS publicity department. He replaces Pat O'Toole, who resigned to join Leading Attractions Inc.

Book Campaign Starts

Muncie, Ind.—Test program of the Radio Better Book Review, crusade to promote reading of better books, started Sunday on WLBC. Program and crusade being supervised by Fred W. Ayer, WLBC merchandising director.

BOSTON

Arthur F. Edes, program director of WEEI, addresses Charlotte Cushman Club on the subject "Radio, Too, Demands Good Theater."

Bill Cunningham is now heard from Florida's Sarasota Hotel during his regular Friday evening broadcast over Yankee network for Kellogg.

New series being aired over WEEI called "Youthful Loveliness," Wednesday morning at 9:15.

Whitty Manufacturing Company of Boston, who are this Spring entering the New England domestic heating market with the Whitty "O-P" Bituminous Stoker, will use daily spot announcements in connection with the weather reports given by E. B. Rideout on WEEI. Account placed through Dowd-Ostreicher Inc.

WBZ and WBZA have inaugurated a new series known as "Women in the News," a 15-minute commentary by Bob Evans.

Mrs. Roy Marks, wife of the sales manager of WEEI, is resting comfortably after an appendectomy.

Marjorie L. Spriggs is now handling publicity for WORL.

Harold La Fount, headman of WCOP and WORL, was in town looking over his stations.

Jimmy Gallagher, who returned to the airwaves last week over WORL, is now emcee at Lindy's as a result of his first broadcast.

Helen Lyman is presenting "Fashion Chatter and Movie Gossip" from WBZA each afternoon at 1:45.

Bob White has started "What Are You Doing Tonight?" over WBZ.

WBZ will feed a half-hour of Harvard's Hasty Pudding show from local studios to NBC-Blue network on March 23. The AAU boxing bouts from the Boston Garden also will be fed April 6.

Sandra Bruce broadcasts a kiddie show from the Copley Plaza's Swiss Room each Saturday morning.

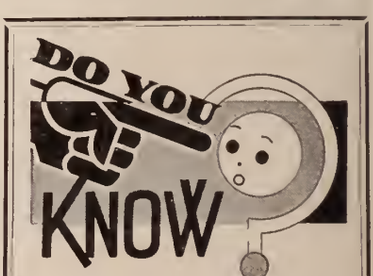
WKRC, Cincinnati

Paul Wilson of Chicago offices of Radio Sales was a visitor last week.

Wendell Campbell II, who has handled Domestic Arts Guild where "Meet the Missus" broadcasts are conducted, resigned to join Radio Sales in Chicago.

"Rhythm Rockers," new instrumental group heard each Monday at 10 a.m., includes Gladys Lee, Ruth Lyons, Johnny Fielden and Bob Keys.

Lee Bland, who conducts "Hollywood Highlights," is in his 75th week.



Radio now gets 10 per cent of the total expenditures for advertising in all media.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 47 NEW YORK, N. Y., WEDNESDAY, MARCH 9, 1938 FIVE CENTS

AFM Asks Small Station Minimum

TEXACO SUMMER CAMPAIGN IN CO-OP WITH DEALERS

Texaco's cooperative transcription series will be a summer campaign. Agency, Buchanan & Co., is preparing three different sets of disks. Local dealer will select the series he wishes to use. Disks will be quarter-hours, using evening time and airing twice weekly in most instances.

Another Anti-Ascap Bill Is Introduced at Albany

Albany — Assemblyman R. Foster Piper of Buffalo has introduced an anti-Ascap bill in the assembly. Measure proposes that any combination of authors, composers or publishers, or owners of copyrighted vocal or instrumental music, be declared unlawful if formed for the purpose of fixing license fees for performances by singers, actors or

(Continued on Page 3)

Nearly 100% Membership In Pacific AFRA Chapter

San Francisco—Pacific and Northwest Chapter of the AFRA reports progress in its negotiations with several stations, including KJBS, KQW, KFPY, KGW-KEX and KGGC, located within its jurisdiction. Membership is declared to be nearly 100 per cent and to date all conferences have been on a friendly basis.

One accomplishment here is the action by the membership in getting

(Continued on Page 3)

Benny East for Week

Jack Benny is planning to come east for a week at the end of this month, with his NBC broadcasting originating in New York at the time.

Heavy on News

Montgomery, Ala. — Depending almost exclusively on radio, the Teague Hardware Co., wholesale house of Montgomery, reaches dealers and the general public with 25 programs each week. Twenty-four of the programs are newscasts, aired by WSFA. Four INS newscasts are broadcast daily. Programs have been running for more than a year.

Indian Admiration

San Francisco—Recent visitor to NBC here, Roderick Davis, full-blooded Thimishian Indian visitor from Metlakatla, Alaska, talked interestingly and earnestly about top-hatted, monocled Charlie McCarthy. "I sure would like to take that fellow back with me," Davis sighed. "What a totem pole top he'd make!"

NBC COMMERCIAL LIST SHOWS INCREASE AHEAD

NBC compilation of programs fading from the network and new programs to come on the Red and Blue webs show that through May, 1938, NBC will gain one-half hour per week in new business. Survey was completed yesterday and includes all

(Continued on Page 3)

Herring's Review Board Not To Be Compulsory

Washington Bureau, RADIO DAILY

Washington—Senator Clyde L. Herring, who expects to have the first draft of his measure to create a radio board of review completed within a week, told RADIO DAILY yesterday that "this is not a censorship measure;

(Continued on Page 3)

Gen. Electric Switch

General Electric will move its Monday night Phil Spitalny "Hour of Charm" broadcast up one-half hour to the 9-9:30 p.m. spot on NBC-Red network beginning March 14. Spot was formerly occupied by Fibber McGee, switched to Tuesday nights. Station set-up remains as is.

Union Board in Parley With Phil Loucks, Who Reverses Former NAB Stand Regarding Small Outlets

WARNER-GRUEN PROGRAM AS LIVE SHOW ON COAST

West Coast Bureau, RADIO DAILY

Los Angeles—Gruen Watch Co. program to be supplied by Warner Bros.-Transamerican will be called "Encore Theater of the Air," presented by a new Warner project, The Academy of Acting, and originating at KFWB here Friday at 9 p.m. PST for an initial run of 13

(Continued on Page 2)

Chi Musicians Lost $150,000 in Wages

Chicago—Since start of the transcribed music fight, Chicago musicians have lost about $150,000 in wages, while a lot of recording work was taken out of here to other jurisdictions, it is admitted by James C.

(Continued on Page 3)

Ethridge Not Candidate

Louisville—Following the meeting of NAB Executive Committee here with Mark Ethridge of WHAS as temporary chairman, Ethridge told RADIO DAILY that he's not considering the post of paid president of NAB and that other members of committee understood his position. Ethridge said he is primarily a newspaperman and wishes to continue his present status as g.m. of Courier-Journal and Louisville Times.

Executive Board of the AFM informed Phil G. Loucks yesterday that it expected the small stations, which are more dependent than anyone else on records and transcriptions, to come into the fold and make a deal relative to the hiring of musicians on a basis similar to that of the IRNA. This means that outlets with gross receipts somewhat above $15,000 annually will be expected to hire an organist or pianist as the minimum requirement, all according to the wage scale of the AFM local within

(Continued on Page 3)

RED-BLUE STATION TIME IS OPENED UP BY NBC

NBC effective immediately is offering sponsors its restricted time periods (station time) on both the Red and Blue networks. Theoretically, web is allowing the client to select his own network out of the 144 stations which are affiliated with the net.

Plan will work thus: client wants the Red network, so the station rela-

(Continued on Page 3)

Eugene Thomas Appointed Sales Manager at WOR

Eugene S. Thomas, yesterday was appointed sales manager of WOR by Frank Braucher, vice-president in charge of sales. Thomas has been assistant sales manager for the past two years and joined WOR in 1934 in the sales promotion department.

Three New Commercials Start Over CBS in Month

CBS within the next month will inaugurate three new commercials which will run at least through the spring and summer months.

The NBC Household Finance show, "It Can Be Done", featuring Edgar Guest, will switch to CBS on April 6 at 10:30-11 p.m., taking the Hudson "Hobby Lobby" repeat period which is signing off the air. Household has used NBC for the past seven years. BBD&O has the account.

Joe Lowe Corp. (Popsicle) will begin "Popeye", from the cartoon strip, on May 2, Mondays, Wednesdays and Fridays, 6:15-6:30 p.m. Blackett - Sample - Hummert is the agency.

The Griffin show gets under way on April 19 at 10-10:30 p.m. Talent

(Continued on Page 3)

Musical Respect

Detroit — Playing of "Annie Laurie", "Loch Lomond" and other traditional songs of the heart to swing rhythm has been barred at WJR. Edict came from Leo Fitzpatrick, g.m., after a swing arrangement of "Annie Laurie" brought a flood of protests. P.S.— Station has a batch of nice, expensive swing arrangements for sale cheap.

RADIO DAILY

Vol. 3, No. 47 Wed., Mar. 9, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Mar. 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	134	132½	133½	— 1⅜
CBS A	17½	17½	17½	— ½
Crosley Radio	8	8	8	.....
Gen. Electric	39	38	38⅞	.....
RCA Common	6⅝	6¼	6⅜	— ⅛
RCA First Pfd.	48⅛	46½	47	— 1⅝
Stewart Warner	9	8⅞	8⅞	— ¼
Westinghouse	91¾	88	91½	+ ¼
Zenith Radio	14¾	14	14¾	+ ⅜

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15⅛	15⅛	15⅛	— ⅜
Majestic	1	1	1	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

NEW BUSINESS

WNEW, New York: Illinois Meat Co. (Broadcast Brand meat products), "Sound Track," with David Lowe, movie commentator, through George H. Hartman Co.; Iodise Manufacturing Co. (corn remedy), spots, through White-Lowell Co.

KNX, Los Angeles: Oneida, Ltd. (Tudor Plate Silverware) "Peggy Tudor", ETs, through BBD&O; Chevrolet, "Musical Moments." ETs, renewal, through Campbell-Ewald.

WCFL, Chicago: Clark Maple Motor Sales, ETs, through Selviar Broadcasting System; Maytag Sales & Service, announcements, through Charles Silver Co.

WMAQ, Chicago: Illinois Bell Telephone Co., announcements, through N W. Ayer Co.

Gen. Mills Buys Games

WNEW has sold five one-time play-by-play baseball shots to General Mills, coming direct from Florida training camps with Earl Harper as announcer and commentator. First game will be heard March 23, and the last one April 8. Games will be those of the Newark Bears, International League.

The PERFECT MARKET'S LOUDSPEAKER
WOKO
ALBANY, N.Y.
Newly Equipped for Super Power ★

RADIO PROGRAMMING

By ARCHIE W. HALL

Production Manager, KVOD, Denver

EDITOR'S NOTE: Arch Hall has fired the first gun in a symposium for program producers. Others are invited to submit their views and suggestions.

RADIO programming lacks showmanship! It needs lots of imagination. It must have it to keep in pace with the rest of the industry. Seventy-five per cent of our programs are too formal. There is far too much dance music and endless talks. We need to experiment and keep on experimenting. We need bright informal shows, plays, talks and variety programs. We need to discard the tiresome routine and formalities that are predominant on network. The industry needs showmen and should not depend so much on mechanics and personalities. These showmen need a free hand.

Radio needs a streamlining of each day's broadcast to fit in with the listeners day. It is fast becoming a mere humdrum background in the American home. This is due to the fact that only the expected ever happens. How about some of the unexpected? Broadcasting, in a very general sense seems like a 16-hour theme song repeated daily.

Of course, there are exceptions, but it is necessary for radio to put a premium on showmanship . . . to jar it out of a fast forming "habit"! No other type of show business can sustain itself without imagination. Chiefly, radio needs writers, directors, producers and showmen who, with a free hand who can put a punch in radio that is seldom heard anymore. It needs new people, new minds and new ideas. Radio like milk should be fresh every day and not the sour stale stuff that we are trying to force down the public's throat!

Warner-Gruen Program As Live Show on Coast

(Continued from Page 1)

weeks. KFWB will feed the show to stations of California Radio System, including outlets in Bakersfield, San Francisco, Stockton, Fresno and Sacramento. Seventeen other stations throughout the country will get transcriptions.

Program, designed to help movie exhibitors as well as provide radio entertainment, and with Warners in complete control except on commercials, which are to be limited, will present young featured players from the film studio's acting academy. First show will have Gloria Dickson and Ronald Reagan in "One Way Passage." Henry O'Neill also will appear in it, while Robert Lord, author of the film story, will be guest along with Dick Foran.

Frank Smith of Gruen Watch Co. arrives here today in connection with the program.

Ferris Chicago Branch

Chicago — Radio Features Service (Earle Ferris) is incorporating a branch in Illinois, with George Livingstone, now of CBS press department, as president. Ed Reynolds and Howard Klink will be associates. Headquarters in Mather Tower starting March 15. Epes Sargent of Radio Sales promotion department takes Livingstone's berth.

Western Electric Dividend

Western Electric Co. yesterday declared quarterly dividend of 25 cents a share on the common stock, payable March 31 to stock of record March 25.

Girl for Ray Hamilton

Ray Hamilton, WNEW singing organist, is the father of another girl. Makes two girls and a boy for the Hamiltons.

Educational Committee Bars Partisan Speeches

A special committee on radio education, appointed to formulate a policy to guide the Board of Education in the control of broadcasts used in the public schools, yesterday recommended that all partisan political speeches and discussions, commercially sponsored programs and radio shows involving "objectionable propaganda" be banned from use in classrooms. Committee is composed of Jacob Greenberg, chairman; Rufus A. Vance, Herbert S. Walsh, and Albert L. Colston.

Report as submitted requested that individual school principals should be allowed to rule if programs meet with above mentioned specifications. This policy is a direct contradiction of rules adopted by the board two years ago. Also on the recommendation list was a request that the superintendent of schools should appoint a committee to approve all radio programs before they are broadcast in class rooms.

Robert Moreno Signed

Robert Moreno, dramatic actor formerly under contract to Major Pictures, has been signed by Curtis & Allen for a commercial program now in work.

Frank Dailey Recording

Frank Dailey and his orchestra on Friday will record numbers from "Rebecca of Sunnybrook Farm", Shirley Temple's new 20th Century-Fox picture for Victor.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

COMING and GOING

H. ALLEN CAMPBELL, general manager of WXYZ, Detroit, leaves today for Hollywood, Fla,, for a month's vacation.

GEORGE W. TRENDLE, president of King-Trendle Broadcasting Corp., owners of WXYZ, has been in Florida two weeks and is taking two weeks more.

C. A. CUTLER, sales manager of Nehi Inc., Columbus, Ga., and TUCKER WAYNE of the James A. Greene & Co. agency, Atlanta, arrive in New York today for the first broadcast of the "Royal Crown Revue" featuring Tim and Irene and George Olsen's orchestra, starting Friday over NBC-Blue Network.

JERRY BELCHER, who broadcast his last Sunday program from San Rafael, will also air his next episode from the San Francisco area.

WILLIAM K. DORMAN, manager of John H. Perry Associates, has returned to New York from a business trip to Perry offices and agencies in Chicago, St. Louis, Louisville and Cincinnati.

PHIL G. LOUCKS, acting head of NAB, went back to Washington yesterday after conference with AFM Executive Board.

JOHN G. PAINE, general manager of Ascap, arrives back from Pittsburgh tomorrow. He inspected local offices of the society.

TOM KEARNS of WOR press department leaves for Washington tomorrow to do advance work for Jimmy Scribner ("Johnson Family"), who opens March 18, at the Capitol Theater.

COL. JOHN W. ALICOATE, publisher of RADIO DAILY and FILM DAILY, sails today for a cruise to the West Indies.

SIDNEY LANFIELD, director, returns today from Florida and will spend some time in New York staying at the Sherry-Netherland.

EARLE BAILEY of MCA sails today for Europe aboard the Queen Mary.

ENID SZANTHO and ROSA PAULY of the Metropolitan Opera Co. sail for Europe today.

O. B. HANSON went to Philadelphia yesterday on business.

RAY GUY of the NBC engineering department leaves for Washington today to look over NBC outlets in that city.

LOUIS K. SIDNEY returned to Coast yesterday after spending one week in New York.

Agency Bills Filed

Albany—Statewide Theatrical Agency bill, introduced in the assembly by Charles H. Breitbart, provides for licensing by labor department of all theatrical agencies and artist booking bureaus. Same bill was introduced in the Senate by Senator Elmer F. Quinn and is known as the Breitbart-Quinn bill. Campaign for the passage of the bill is being waged by the Entertainment Managers Ass'n of New York City.

Crosley Reports Loss

Cincinnati — Crosley Radio Corp. reports net loss of $376,915, including fire and flood loss of $343,314, for 1937. Net profit of $1,237,057 was reported for 1936.



Small Station Minimum Is Asked by AFM Board

(Continued from Page 1)

whose jurisdiction the station lies. President Jos. N. Weber of the AFM believed that the lowest scale would average about $35 a week, or about $1,750 annually for a station whose gross billing less commissions is a little over $20,000.

With Loucks at the meeting was Mark Woods, vice-president of NBC, who came in the interest of NBC Thesaurus. Weber stated that a meeting was scheduled today with the phonograph record manufacturers and that the meeting with the transcription men would be held March 24. Transcription men are holding a meeting of their own committee today.

It is expected that the NAB, as it recently offered, will represent those of the smaller outlets which wish to make a deal with AFM. Weber said that he did not plan to take any extreme measures against any outlet which could not afford to hire one or more musicians. At the same time, Loucks impressed upon Weber that a new regime was entering into the NAB and that every possible means would be taken to work out amicable adjustments.

First batch of transcriptions received from stations and companies to be destroyed will be broken up today. This is in accordance with the IRNA contracts which permit certain disks to be made for future broadcasts but which are to be sent to the AFM after use.

Herring's Review Board Not To Be Compulsory

(Continued from Page 1)

I simply wish to create a board that will pass on radio programs should the broadcasters so desire."

Herring said he had no opposition from several broadcasters with whom he talked. The bill will not in any way interfere with liquor advertising or any other type of commercials.

Other activity in the legislative line yesterday was a bill offered by Rep. McFarlane of Texas for a 10 per cent gross tax on radio station receipts, as a substitute for the Boylan measure.

Chi Musicians Lost $150,000 in Wages

(Continued from Page 1)

Petrillo, local union head, in current issue of the union's house organ. He said, however, that the AFM will gain $2,033,000 additional revenue as a result of the fight.

LISTEN TONITE TO
DORIS RHODES
6:05 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

NEW PROGRAMS—IDEAS

WHEC Presents Itself

Gunnar Wiig, general manager of WHEC, Rochester, N. Y., and former sports broadcaster, is conducting a series of talks and interviews on various phases of radio during the Sunday night programs, "WHEC Presents." For example, the audience was recently told of the station's news service, how it's prepared, and so on, by Harry LeBrun and Ken French. A dramatization of the Hindenburg disaster with subsequent news coverage of it, including the exact way the story was first flashed on the air, aided in showing how news is gathered, sent out, and broadcast.

More recent was the interview of J. Gordon Baldwin, WHEC organist, by Wiig. There two probably presented something novel in broadcasting when they took a microphone into the organ chambers of the station's Wurlitzer, and told listeners how, when, and where the musical notes were produced. Musical Director Ken Sparnon played "Stooge" and sat at console pushing keys, and taking his cues through earphones which carried Wiig's and Baldwin's description. Musically, this stunt was terrble, but it had plenty of interest and went over with a triple Sforzando.

"On Broadway" Adds Ork

John Winters and his orchestra next Sunday will become a permanent addition to the NBC-Blue "On Broadway" program. Show up to now has been using an organ for musical background, but orchestra will be able to furnish more dramatic musical support. General Foods (Diamond Crystal salt) is the sponsor.

Red-Blue Station Time Is Opened Up by NBC

(Continued from Page 1)

tions department queries the stations on whether they wish to carry the show. Station has the right to reject it because of contract stipulations. If rejected, NBC under the plan will query the Blue station in that city on whether it will take the show. Result will be a network of both Red and Blue stations.

General Mills will use such a network for its new series which start May 30 in the 2-3 p.m. spot, Mondays through Fridays. Chesterfield will also do the same thing for its series which will be heard Mondays through Saturdays, 6:30-6:45 p.m.

Weekday station time periods on the web are up to 10 a.m., 12 noon to 3 p.m., 6-7 p.m., 7:30-8 p.m., and after 11 p.m. On Sundays, the restricted periods are up to 1 in the afternoon, 4-5 p.m., 6-7 p.m., and after 11 p.m.

Nearly 100% Membership In Pacific AFRA Chapter

(Continued from Page 1)

together to abolish signing with an agency or artist bureau on blanket representation. All contracts are to specify show and engagement and contain a 30-day cancellation clause for the artist as well as the agent or agency. Thus artists are paying fees on specified shows only.

McGrady on Relief Committee

Edward F. McGrady, director of labor relations for RCA, has been appointed chairman of the radio division of Labor's Committee for Civilian Relief in China. Appointment was made by Matthew Woll of the AFL, national chairman of the committee. McGrady expects to proceed at once to complete organization in the radio broadcasting field as an important division of the Committee.

Another Anti-Ascap Bill Is Introduced at Albany

(Continued from Page 1)

orchestras, or any form of radio broadcasting.

Officials of Ascap stated that they had not yet read the Piper bill, but understood that it was backed by motion picture theater interests. Usual battle against such a measure will take place.

Three New Commercials Start on CBS in Month

(Continued from Page 1)

not set as yet. Client has rejected the show which was originally auditioned. Bermingham, Castleman & Pierce has the account.

CBS shows muting in the next few weeks are the two Vick Chemical periods, Tony Wons and Jeanette MacDonald; Zenith telepathy half-hour and Sanka's "We, the People" program.

NBC Commercial List Shows Increase Ahead

(Continued from Page 1)

seasonal advertisers that are due to fade as an annual affair. Switch of General Mills from CBS to NBC, five additional hours per week, was largest transaction.

Carrigan Joins WIBG

Glenside, Pa.—Edward T. Carrigan, author of "Suppose It Did Happen" and other radio stories, has joined WIBG and will be in charge of continuity department.

"The Other Fellow's Job"

WAPI, Birmingham, has inaugurated weekly period devoted to job discussions under title of "The Other Fellow's Job." Interesting vocational experiences are dramatized, and persons in unusual, as well as more familiar occupations, are interviewed. Show is prepared by Clint Blakely, assistant program director of the station.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales ••• eight major markets •••• including America's great metropolitan center ••••• smart, up-to-date manufacturing cities ••• ranking rural centers and farming districts ••• in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

NEFF-ROGOW INC. has been selected by the Nu Enamel Corp. of Cleveland, Ohio to direct its eastern radio activities. A campaign, using Martha Deane on WOR, started this week.

JACK JENSEN has been named assistant to Jack Laemmar, new radio time buyer for Blackett-Sample-Hummert, Chicago. Laemmar succeeded Pete Nelson, resigned.

R. R. McGREGOR, formerly with Thornley & Jones, has been named vice-president of Hays MacFarland & Co. agency, Chicago. McGregor will head a new department of publicity and public relations.

MacWILKINS & COLE INC., Seattle and Portland agency, will launch new advertising for glass jar pack for Golden West drip grind coffee, along the theme of "Spring fashions in coffee-making."

SAMUEL J. WEXMAN has left Kennedy & Co. to organize his own agency, Wexman & Co., Chicago, handling distilleries.

HENRY KLEIN of BBDO, and C. E. Ferris and Richard Marvin of Blackett-Sample-Hummert, Chicago, will speak at the Chicago Federated Advertising Club's spring course on advertising starting March 14.

C. C. CHAPELLE of H. W. Kastor & Sons is now v.p. and J. J. Martin of Henri, Hurst & McDonald is treasurer of the midwest chapter of American Marketing Ass'n.

Bargain Sales Program Gets Results at WCOA

Pensacola, Fla.—WCOA, local CBS outlet, has inaugurated two daily broadcasts called "The Bargain Revue" to accommodate local merchants in announcing specials and sales. Programs are broadcast at 9:15 a.m. and 5:30 p.m. and feature announcements bought by the various stores. Each sponsor features items specially priced or gives news about sales. "Bargain Revue" programs have met with instant popularity, according to the station, and sponsors report unusually good results.

Lomax to Tour Baseball Camps

Stan Lomax, WOR sports commentator leaves March 17, for a two-week tour of the southern training camps of baseball teams.

RECOMMENDED RECORDINGS
FROM
"COLLEGE SWING"

HORACE HEIDT...
LARRY CLINTON..
JIMMY DORSAY...
ABE LYMAN....
GEORGE HALL... } "I Fall in Love With You Every Day."

HORACE HEIDT...
LARRY CLINTON..
JIMMY DORSAY...
ABE LYMAN....
GEORGE HALL... } "Howdj'a Like to Love Me."

MAXINE SULLIVAN. } "Moments Like This."
DICK STABILE.... }

FAMOUS MUSIC CORP.
1619 Broadway, N. Y. C.



● ● ● **PERSONAL Postcards To: Leopold Stokowski: When you return from your sojourn abroad, you'll find yourself conducting the Philly Symphony on a lagoon 100 ft. from shore up in Westport, Conn., as you are slated to open a series of six bi-weekly events up in those parts. Grace Moore and Lawrence Tibbett are on the committee of this project. Nelson Eddy and Jeanette MacDonald are slated to p.a. there together. Erection of the lagoon, etc., costs over $15,000. Season begins June 29....George Jessel: Ben Rocke, who created your co-op sponsorship set-up, etc., had a nervous breakdown in the studios a month ago but it was hushed up for some reason. He will be at least three months recuperating....Kate Smith: Charles Paul, your organist, has been signed by CBS to pump on a few half-hour shows....Edgar Bergen: Arthur Murray, the dance instructor, is now coaching his staff of teachers who will introduce a new dance this May called "Doin' The Dopey"—a tribute to Walt Disney's newest America's Sweetheart....Herb Rosenthal: A member of your artists bureau, Mack Davis, who was previously a musician, has written a song with J. Fred Coots. Wonder how the song-writers are doing these days?**

● ● ● *"Bucky" Harris, NBC's Chi production director: Going through this month's "Rural Radio" we noticed your picture—but for a time swore it was our publisher, Jack Alicoate....Sonja Henie: Eddie Gallaher, sports announcer at KTUL, Tulsa, recently challenged Bob De Haven, sportscaster of KVOO, to a hockey game. The players to be drawn from the ranks of the radio station. Last Saturday the game was played between periods of the St. Paul-Tulsa game. KTUL took the game after numerous spills (fully half the boys had never been on ice skates before!) by 3-1....The place was packed due to the publicity given to the event and it was estimated that 2,500 additional people saw the game—above those attending the McCoy game.*

● ● ● **Phillips H. Lord: This time we haven't a complaint—but wish to commend your selection of Garnett Marks on the past two "Gang Buster" shows. He sounded so convincing....G-Man J. Edgar Hoover: Richard Brooks, one of the local commentators, who scooped the nation with the appearance of the intermediary for the Levine kidnaper on his show, received word to "keep hands off"....Judy Starr: Disbelieve the reports that Teddy Powell is through with Abe Lyman. He isn't—and he still picks the tunes for the Blackett-Sample-Hummert shows....Paul Tremaine: From the Chez Paree in New Haven where you're working now, you're slated for a series of one-nighters until June, when you get a location with a few wires.....Josef Cherniavsky: Sid Gary, who appeared on your former MBShow, and who formerly returned from S. A., returns there in late spring to double between night clubs and radio....Bill Lewis, John Royal and Nat Abramson: We heard Al Shayne sing the other night and still maintain that he's deserving of network recognition in view of the fact that he's been such a favorite with the femmes locally.**

● ● ● *Gabriel Heatter: Earl Godwin, in his naive yet "homey" manner of delivering news via WRC-WMAL, Washington, often finds it impractical to use the foreign names so current in world news today....Recently when the three sisters of King Zog of Albania arrived in Washington, Godwin heralded their arrival by referring to the three Princesses as "Winkin," "Blinkin" and "Nod"....The other morning Earl told his listeners of some more royal visitors coming to the nation's capital. This time he described the arrival of "Abou ben Adam Bei Mir Bis Du Schoen"—referring to His Royal Highness Said Bin Taimur Bin Faisal, Sultan of Oman and Muscat!....Zeke Manners: WMTV, East St. Louis, goes wild about hillbilly talent for two weeks only. Station is currently publicizing and arranging talent for the so-called "Mid Western Battle of Hill Billy Champions" to be held Sunday at Ainad Temple.*

GUEST-ING

MIRIAM HOPKINS, DAVID NIVEN and MORITZ ROSENTHAL, on Bing Crosby show, March 10 (NBC-Red, 10 p.m.).

RUDOLPH GANZ, with Philharmonic - Symphony Orchestra, March 12 (CBS, 11 a.m.).

CLYDE BARRIE and NATHAN GORDON, on "Magazine of the Air," March 13 (CBS, 5 p.m.).

JOHN GRIFFIN, tenor, and ELTON BRITT, yodeler, with Oscar Shaw and Margaret Daum, on "Hammerstein Music Hall," March 11 (CBS, 8 p.m.).

SAUL CHAPLIN and SAMMY CAHN, composers of "B.M.B.D.S.," on Ray Block's variety show, postponed from last week, March 10 (CBS, 3 p.m.).

JEAN PARKER, on Tyrone Power program, March 13 (NBC-Blue, 9 p.m.).

LILY PONS, on Ford Sunday Evening Hour, March 20 (CBS, 9 p.m.).

EDMUND LOWE, on George Jessel show, March 13 (Mutual, 6 p.m.).

MARGARET WIDDEMER, on "Book of the Month Club Concert," today (WQXR, 8 p.m.). RICHARD LOCKRIDGE, tomorrow; HENRY S. PRINGLE, March 11; CAROL CROW, March 12; GLADYS HASTY CARROLL, March 13.

MAJ. GEN. WM. C. RIVERS, MAJ. GEORGE FIELDING ELIOT and J. MAX WEIS, on World Peaceways Forum, March 14 (WQXR, 9 p.m.).

LUCY MONROE, on American Banks program, March 14. (NBC-Blue, 9 p.m.).

EDWARD ARNOLD and FAY WRAY, in "The Boss", on Lux Theater, March 14 (CBS, 9 p.m.).

JIMMY DORSEY and his orchestra and CHAUNCEY MOOREHOUSE and his 14 N'goma Drums, on "Sunday Swing Concert", March 13 (WNEW, 11 a.m.).

JOHN CRAVEN, son of Frank Craven, and now playing juvenile lead in "Our Town", interviewed by Doris Smith on "Encores and Epitaphs", March 11 (WNEW, 4:30 p.m.).

EDNA MAY OLIVER, on Al Jolson show, March 15 (CBS, 8:30 p.m.).

MARTHA RAYE, on Jack Oakie program, March 15 (CBS, 9:30 p.m.).

ROY SMECK, guitarist, on Kate Smith hour, tonight (CBS, 9 p.m.).

"ARNO"



2 Year
SENSATIONAL ENGAGEMENT as
GUEST CONDUCTOR
at
SHEA'S
Buffalo Theater
Featuring Unusual Musical Presentations
NOW AVAILABLE FOR RADIO

Call: St. Moritz Hotel, New York, N. Y.

PROGRAM REVIEWS

"THE MONDAY NIGHT SHOW"

Brewers' Radio Show Ass'n
WABC-CBS Network, Monday
8-8:30 *p.m.*
U. S. Advertising Corp., Toledo

NEW VARIETY SHOW HAS SPARKLE AND PROMISE OF BEING A MONDAY EVENING HIGHLIGHT.

Allowing for the usual first-show roughness, program reveals definite possibilities of being a strong variety show since the talent is there and a good author and producer can do the rest. Sponsor is a group of brewers working on a cooperative basis, local breweries getting the credits in their respective territory. In New York, Trommers beer handled its commercials lightly but effectively, comparing the brew to that of the best imported beers.

Talent includes Lou Holtz, Richard Himber orchestra, Ted Husing on sports, Kay Thompson on the vocal end and Agnes Moorehead doing stooge parts for Holtz. Material by Billy K. Wells was good. The introduction for Holtz has been used before but it was funny nevertheless. Holtz himself was in good form, getting away from his stories, but let's hope he arranges to get in a few of the type that does not involve an audience kickback. Situation comedy is ducksoup for Holtz also.

Orchestra, of course, did the usual fine Himber job, but no doubt had some handicaps not known to the average listener due to the allowance for the various local commercials to be completed and sort of vamp accordingly. Himber, however, should be allowed more leeway in rendering a selection or two. Husing was short and snappy with his sports comment, and singing by Kay Thompson enhanced the show. Miss Moorehead fitted into the program nicely with the Holtz comedy.

COLUMBUS

David Penn, WCOL newscaster, is doing a series of speaking engagements in nearby communities, much in the manner of Bob French of WHKC.

WHKC is moving its sign-off back to 9 p.m., thus allowing it to take on an additional half hour of Mutual programs each day.

WBNS has practically completed testing and checking of its new transmitter facilities, and this week will switch over to its newly-gained power increase of 5,000 watts daytime and 1,000 night time.

CHANNING POLLOCK
Author — Commentator
His Series—ADVENTURES IN HAPPINESS
Now on Heinz "Magazine of the Air"
exclusive management
DOROTHY WORTHINGTON
501 Madison Ave., N. Y. WI 2-2759

ORCHESTRAS-MUSIC

PAUL WHITEMAN broke records for a one night stand in Hartford, when he filled the Bushnell Memorial to capacity for an evening of Modern American Music, in aid of the Hartford Smith College Club. The auditorium, seating 3,500, held standees. The program included highlights of numbers originated by Whiteman, a group called the "Evolution of Swing," the Scottish Suite and Gershwin's first and second "Rhapsody in Blue."

Jimmy Grier celebrates his 1,400th broadcast from the Biltmore Bowl in Hollywood tomorrow. The ork, heard over NBC, goes on tour in a few days.

Ted Lewis and his band are booked into the Paramount Theater, New Haven, March 24.

Dusty Rhodes and his ork bowed into the Muehlebach Grill, Kansas City, this week, succeeding Nick Stuart.

Morton Downey, who started making Decca records this week, starts off with "When Day is Done" and "End of a Perfect Day".

Art Ryerson's "Swing-tuplets", instrumental trio who recently made their New York debut on the Fred Allen show, have signed exclusive management contracts with Consolidated Radio Artists and will be handled for radio by Paul Kapp. Frankie Tam and James Cory are the other two members of the trio.

Orrin Tucker and ork succeed Guy Lombardo at the Hotel Roosevelt either March 23 or 30, depending on the start of Guy's booking at the Paramount Theater. Spot has a Mutual wire.

Gene Krupa has left Benny Goodman's band to form his own.

Duke Ellington succeeds Cab Calloway at the Cotton Club late this month with a CBS wire.

Mark Warnow plans a trip to Hollywood this summer.

Paul Whiteman's Rhythm Boys, headed by George McDonald, will play for the pre-wedding dinner of Secretary of Labor Perkins' daughter Friday night at the Colony Club.

Clyde Lucas opens at the Beverly Hills Country Club on April 1 for four weeks with an NBC wire, set by Rockwell-O'Keefe.

Ken Christie, director of radio choral groups, including those heard on the "Song Shop," "Town Hall Tonight," "Your Hit Parade" and Chevrolet recordings, is writing a book about singing designed to help vocalists who aspire to radio fame.

Joe Frasetto, whose band is heard at the Cafe Marguery, Hotel Adelphia, Phila., has had his tune "Belshazzers Ball" accepted by Mills for immediate publication.

Chick Webb and his orchestra will be away from Levaggi's Flamingo Room, Boston, for two nights, March 11 and 12, while they fulfill Yale Prom dates in New Haven. Webb will be replaced by Teddy Hill's orchestra, the Four Ink Spots, and the Savoy Big Apple Dancers. Teddy Hill has been signed up for the Brooklyn Roseland, April 16.

Hard at work on his first opera for radio, Gian-Carlo Menotti said last week that the work, commissioned last Spring by NBC and now bearing the title "The Old Maid and the Thief," is nearly finished. It will probably be ready, added the brilliant young composer, for a premiere next Fall over the NBC Networks.

Erskine Hawkins and the 'Bama State Collegians open a theater engagement in Johnson City, Pa., March 10. Following this, the band will play several weeks of theater and one-nighters in the East.

Howard Barlow, CBS conductor, will autograph batons each week beginning March 11, for the three children who write him the best letters naming the composition they most enjoy—and explaining why—in connection with the "Music For Fun" programs, broadcast over CBS Fridays, 6:05-6:30 p.m. All youngsters up to and including 13 years of age may compete in the letter contest, designed further to increase the interest of children in good music, which every one connected with the program insists is more fun than bad music.

Savoy Ballroom, N. Y., has booked Willie Bryant and his orchestra to follow Erskine Hawkins.

Hal Hoffer, who has been Morton Downey's accompanist for several years, also is conducting the 11-piece orchestra which supplies the musical background on Downey's Drene recordings.

Carl Hoff is set on the Saturday "Hit Parade" program over CBS through April 9. Orchestra used on the programs has been increased to 54 pieces.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

PROMOTION

Territorial Map on Letterhead

Desiring to place stress on the residential advantages of the Westchester market it serves, WFAS, White Plains, has conceived the idea of backing its letterheads with a picturized map of Westchester County, showing the various clubs, historical points, residential areas, cities, towns, and villages, and traced with an accurate highway plan of its main arteries and parkways, so that it can actually be used as a road-map. The map embraces 27 Beaches, 71 Country Clubs, 29 Parks, 25 Yacht Clubs, 9 Summer Camps, 28 Libraries, 100 miles of Parkways, 100 miles of Bridle Paths, and more than 50 points of historic interest. The maps are black-and white, selected after experiments were made with color plates.

Recorded Testimonials

WTMV, East St. Louis, will take instantaneous recording machine into homes of satisfied refrigerator users to disk testimonials for subsequent air presentation for Norge Refrigerator distributor. Idea, suggested by station president Lester E. Cox, was developed by Woody Klose, and may form basis of national campaign by the Norge concern. Present plans call for recording 200 interviews—some in homes, some in stores—to be broadcast in five-minute spots five times daily.

Helping Business

Following impartial business survey by merchandising department, WLBC, Muncie, Ind., is inaugurating campaign to stimulate sales. Short fifteen-word station breaks are used with slogan, "business is better in Muncie," and encouraging listeners to buy various staple commodities. Muncie was reported to be among very few cities in State showing 21 per cent business gain over January 1937.



"I Dunno—I Just Don't Feel Right! Guess I'll Try That Tonic They've Been Advertising On WHB"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to— DON DAVIS, President, KANSAS CITY, MISSOURI

Los Angeles

HERBERT T. SILVERBERG, film and radio lawyer, is now officially established in his new Hollywood offices in the Taft Bldg.

"Your Beverly Hills" is the title of a new KMPC program heard Tuesday, Thursday and Saturday at 9:15 a.m., with comment confined to news and happenings of interest to residents of the community in which KMPC is located.

Celeste Rush is presenting a weekly dramatization of highlights in the news called "Short Shorts" over KFWB Friday nights at 7:15-7:30, and the Federal Theater of the Air also offers a new show over the same station, "Shout Hallelujah," featuring negro spirituals and produced by Buckleigh Oxford, on the same night at 8:15.

Flamigo Sales Co. is participating in the sponsorship of Robert Lee Johnson's "KFI Bridge Club" in the interests of their line of cosmetics, and Time-Tested Laboratories has signed for a series of five minute waxes labeled "Helpful Harry's Household Hints" on the same station to boost sales of Time-Tested Paints.

Poinsettia Cleaners and Dyers has signed for 13 weeks participation in Fletcher Wiley's KNX "Sunrise Salute" on Mondays, Wednesdays and Fridays.

Charles Wakefield Cadman's opus for four strings, written especially for the Boris Morris Quartet, will be "world-premiered" during the KNX-CBS broadcast of that musical organization on Sunday at 11:30 a.m. with the composer at the piano.

Lee Shippey, conductor of "The Lee Side of L. A." column in The Times, will guest on KMPC's "Meet the Author" this afternoon at 3:45. Lee authored "The Great American Family."

Charles Pekor Laid Up

Charles Pekor, NBC-Radio City commercial program press writer, is confined to his home for a few days suffering from a cold.

WGH, Newport News

Breaking into the class of "night owl" stations, WGH, Norfolk-Newport News, established a record for itself by continuously operating an additional five hours on March 6 to carry the special WOR DX series of broadcasts, 2-5 a.m.

The specially-designed 1500-foot beverage antenna used in WGH rebroadcasting, according to claims of Edward E. Bishop, general manager, produces a quality of signal of originating station standard.

James (Tuck) Young, for several months the sun up spieler over WGH, Norfolk branch, has forsaken his early hour assignment in search of an affiliation with the metropolitan broadcasters.

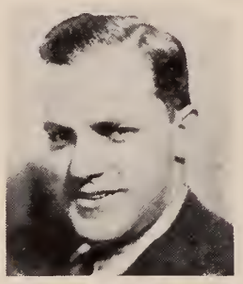
RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

G. B. McDERMOTT

G. B. McDERMOTT, former commercial manager of WMAQ and WENR, Chicago, was recently appointed manager of KFH, in Wichita, Kan., to take the place of the late Cecil Price.

McDermott was with the World Broadcasting System from 1930 until 1933, when he became a network salesman for NBC. This company soon promoted McDermott to the commercial managership of the two Chicago stations, the 50,000-watt Red and Blue outlets.



A veteran of the networks .....

In the managerial position he succeeded the famed Bill Hay, Amos 'n' Andy announcer. During his incumbency at WMAQ and WENR, McDermott added the department of National Spot, a department whose volume of duties eventually took all of his time.

Since his graduation from Notre Dame, McDermott has gone continually forward from motion pictures, transcription, network station management and National Spot management.

LOUISVILLE

Skeets Morris of WHAS hillbilly gang and Lucille Hodges, vocalist, were badly injured in auto crash and missed several broadcasts.

WGRC Louisville studios undergoing alterations to provide new control room and announcers' booth.

Larry Sunbrock, prez of National Radio Artists Ass'n, is promoting a jamboree and fiddlers' contest at Jefferson County Armory on Sunday. Cast headed by Uncle Ezra and Hoosier Hot Shots.

WRC Public Forum

Washington — "Forward Washington", a public forum program designed to bring before the public the problems and affairs of the city of Washington, made its debut yesterday at 10-10:30 p.m. over WRC. District government officials, Congressional representative and other civic leaders interested in District problems will be invited to talk. John Hurley is emcee.

Lowell MacMillan to Florida

Rochester, N. Y. — Lowell MacMillan, WHEC sports director, leaves about March 15 for Florida to cover training camps of the baseball clubs. He will transcribe interviews and camp gossip and send it back for airing.

WIBW, Topeka

"Saturday Night Kansas Roundup," featuring entire troupe of station entertainers, moves to Fox State Theater, tagging on 25 cents admission fee. Heavy requests for advance reservations reported.

Ezra Hawkins, Kansas hillbilly, and his gang proved real drawing card as star performers at Junction City "Municipal Jubilesta." Capacity audience turned out from every town and community in 35-mile radius.

FORT WORTH

KFJZ now gives news broadcasts on the hour, every hour from 6 a.m. to 11 p.m.

A new series of sportscasts has started on KTAT each evening.

George Duffy's orchestra plays a return engagement at the Texas Hotel's "Den" beginning March 11, succeeding Joaquin Grill. This lower level spot has KTAT wire.

Anson Weeks orchestra is to play at Rainbeau Garden, the night club at the Southwestern Exposition and Fat Stock Show & Rodeo, March 11-20, and will air over WBAP from this night spot.

Foster Brooks to KWK

Louisville — Foster Brooks, senior announcer at WHAS, and who made his name nationally known during the 1937 Ohio Valley flood, has resigned. He will join KWK, St. Louis, March 14. Brooks has been with WHAS for seven years, and will again be associated with Allan Anthony, chief announcer of KWK, also a WHAS alumnus.

Dorsey from Theaters

Tommy Dorsey and his Brown & Williamson Show, NBC-Red, Wednesdays, 8:30-9 p.m., starting March 16 and ending April 6 will air the "Amateur Swing Contest" from the stages of theaters in Philadelphia, Washington, Pittsburgh and Cleveland. Last two spots are tentative. BBDO is the agency.

Oppose Phelps Bill

Albany—The Buffalo Chamber of Commerce has gone on record as opposed to the bill introduced by Assemblyman Phelps Phelps to exempt owners or operators of broadcasting stations from liability for slanderous or libelous words uttered during broadcast.

Chicago

BETTY ITO, American born Japanese actress featured in "Don Winslow of the Navy," has gone to Washington to visit her sisters Eileen and Joanne. She also will stop off in New York before returning to her work.

Song writing bug is biting hard at Edgewater Beach Hotel. Manager Jay A. Jones, who turned out "De Lawd Won't Let Me Down" recently, is working on his fourth song, and Band Leader Orrin Tucker has written "My Heart Is In The Melody."

Sid Ellstrom has joined the cast of Pillsbury's "Woman in White."

Louise Fitch, CBS actress, and Jerry Rosenthal, attorney, are honeymooning.

Sam Thompson, manager and second tenor of the Cadets, NBC vocal quartet of the Breakfast Club and Club Matinee, has been commissioned a captain in U. S. Army Reserve Corps.

E. R. Borroff, NBC salesman, is off for vacation cruise to Havana and Panama.

William S. Paley, president of CBS spent several days here in huddle with General Mills and Procter & Gamble execs concerning shifts being made by both accounts.

Charlie Arnold, brother of Edward Arnold of the movies, who is playing in "Johnson's Attorney at Law" here, and Marjorie Woods are engaged and plan to marry in June.

Morris B. Sachs Amateur Hour has been renewed for the third year on WENR for a full hour on Sunday afternoons, effective April 24. Show is handled by Schwimmer & Scott agency. Next Sunday the show will be aired from Chicago Opera House before an audience of 4,500.

KGVO, Missoula, Mont.

"Boos and Bouquets," is proving valuable aid in formulating program policies. Show invites listeners to offer constructive criticism.

New program, "Stardust," featuring poetry and music collected and presented by Jimmy Barber, program director, starts in Tuesday evening spot.

Manager A. J. Mosby has returned from Seattle, where he attended conference of broadcasters.

Verne Sawyer, special events and sports announcer, has been named chief announcer.

Station has been added to list carrying the CBS Ben Bernie show sponsored by U. S. Rubber.

New featured vocalists on station are Johnny Kay, baritone, and the Symphonic Singers, male quartet.

Chief Engineer Thomas E. Atherstone back on duty after attending conference of engineers in Columbus and FCC engineering consultation in Washington.

☆ F. C. C. ACTIVITIES ☆

EXAMINER'S RECOMMENDATIONS

Louis P. Thornton, Baker, Ore. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

WLAK, Lakeland, Fla. CP to increase power to 100 watts, 250 watts LS. be granted. 1310 kc., unlimited.

Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime, be granted.

APPLICATIONS RECEIVED

Utica WUTK Inc., Utica, N. C. CP for new station, 1420 kc., 100 watts, 250 watts LS., unlimited.

WOV, New York. CP to change frequency, increase power and hours of operation to 1100 kc., 5 KW., unlimited.

WPG, Atlantic City. CP to change frequency and increase hours of operation to 1100 kc., unlimited.

WTAR, Norfolk

William S. Hedges of NBC was entertained by Campbell Arnoux, general manager of WTAR, during his one-day visit to Norfolk.

Jack Light, assistant manager, remarried to Ada Biggs Light.

Charles Pattee, control room supervisor, leads the staff vacation list with a two-week tour through the South, starting March 15.

"Hints To The Homemaker" is the styling of latest addition to program schedule. Mildred Gibson, home economics author and lecturer, will conduct half-hour shows Tuesday, Thursday and Saturday at 10 a.m. Commercials will be on a participation basis. First regular home-making feature since "Aunt Sammy" folded two years ago.

Norman Phelps and his Virginia Rounders, back from Hollywood after parts in four pix, are doing two shows weekly. Lee Chadwick of the staff is emcee as "Marquis of Dismal Swamp."

Marjorie Campbell starting fourth season with "Tone Pictures." Show features her own piano compositions plus original lyrics read by Taylor Jackson.

WTAR string orchestra, under Henry Cowles Whitehead's direction, has started rehearsals and is expected to debut on the 21st.

WGAR, Cleveland

Visitor to WGAR last week was "Uncle Neal" Tomy of WJR, Detroit.

Chief Engineer Morrie Pierce is wondering what has jinxed his vacation trip to Florida. He was all ready for the twice deferred departure when the news of the 5 kw. approval necessitated his return to the station.

David Baylor and Maurice Condon of the program department decisively defeated the ace bowlers of the sales department, Earl Sheurun and Bernie Maury, in the station tourney.

"Peace In The News" is new Saturday evening quarter hour with Stanley Friedman, commentator, who gathers news relating to peace from magazines and news services.

John F. Patt is in Detroit.

Standard Brewing Co. will sponsor the St. Patrick's Day parade in Cleveland for third consecutive year. Sidney Andorn and Dave Baylor handle the description by short wave.

PHILADELPHIA

James Allen, WIP program director, has scheduled a new series called "Double Feature"; two drama sketches under the direction of Marx Loeb.

Bonnie Stuart, KYW singer, has the "flu" and will be out for a month.

Angelo Palange starts a new series of sport programs daily over WPEN, consisting of sport event resumes and commentaries on all phases of sport.

Larry Vincent and the Stewart Sisters snag a network spot on CBS and, although it will emanate from WCAU, will not be heard by Philadelphians.

Al Stevens, news commentator and staff member of WFIL news bureau, will take over the directorship of the stations "High School of the Air."

Powers Gouraud, confined to his home by illness, is having Alan Scott pinchhit for him on WCAU.

Helen Tannembaum will have a program of her own in a 15-minute spot weekly over WFIL.

Cliff Hall, featured piano player at one of local nite spots, has signed a contract with NBC and will be heard over KYW and the red network in a program of his own.

Barbara Boyd, who alternates with Elsie Carol daily on the WCAU Women's Club of the Air, is back at the mike again after a short illness.

Temple Bailey will appear on the "Homemakers Club" of WIP as its guest star.

Donald Withycomb, WFIL's general manager has been named to the executive committee of the Pennsylvania Constitution Commemoration Committee.

Norman Sickles, who writes and appears in his own shows over KYW, is having his song "Only Memories Remain" introduced by Leighton Noble.

Peggy Morgan, heard over WPEN is a niece of maestro Russ Morgan, who does all the arranging of her songs.

Jean Shaw is now being heard on her own spot on Sundays.

Benedict Gimbel Jr., prexy of WIP, left for a two-week southern vacation.

Ann Tannin is the latest addition to the song staff of WIP.

Whispering Jack Smith is now heard four times weekly over WCAU.

The organ melodies of Karl Bonawitz are again being heard over KYW.

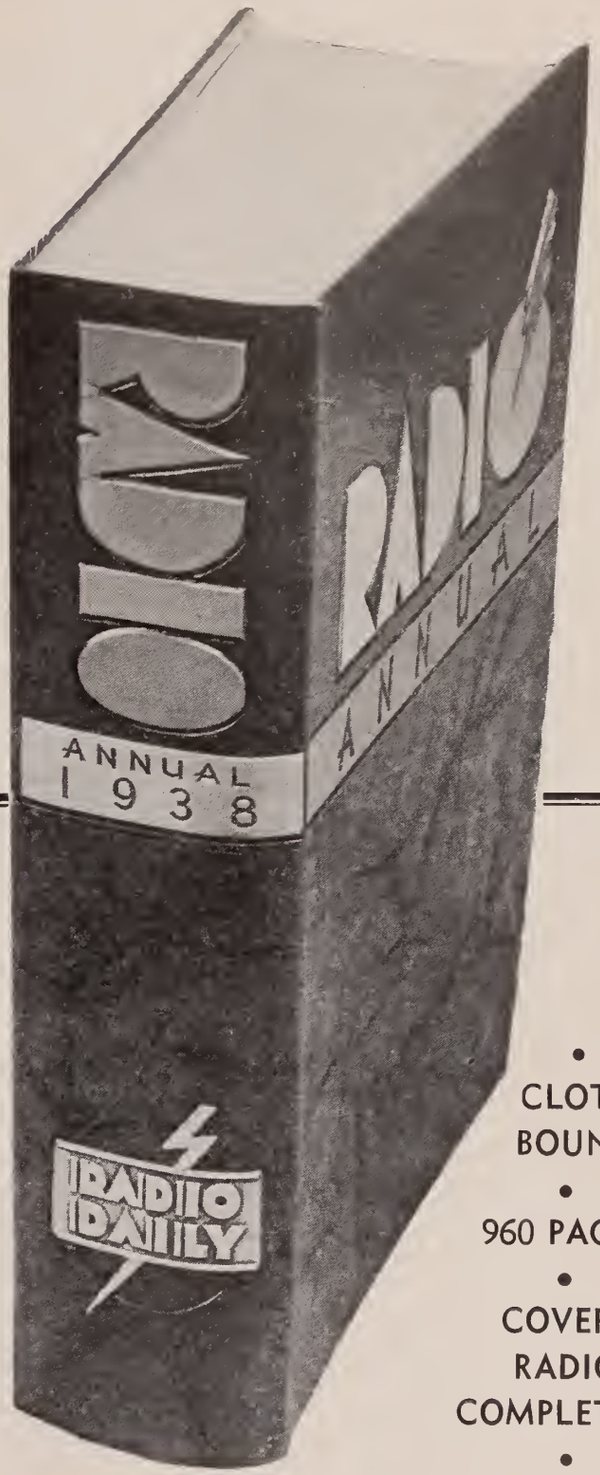
Thelma Reed is now being heard over WIP in her rhythmic tunes.

Under direction of staff announcer Kenneth Miller, the WIP-Philadelphia Record Spelling Bee will be aired March 19 at 4-5 p.m. A set of Mark Twain books is the prize.

WADC, Akron

Allen T. Simmons, owner of WADC, to New York on a business trip.

Harry Douglas, formerly of announcing staff here, is dickering for an appointment at KDKA.



• CLOTH BOUND •
960 PAGES •
COVERS RADIO COMPLETELY •

Your Check for $5.00 Covering a Year's Subscription to Radio Daily Will Bring You Radio Annual By Return Mail

BOSTON

Al Zimmerman, well known Boston orchestra leader, will furnish music for the annual Hasty Pudding Costume dance later this month. Al has been director of the Hasty Pudding shows at Harvard for several years.

Lawrence Welk and his orchestra opened at Boston Normandie over the weekend. The band features Jerry Burke at the electric organ and vocalists Walter Bloom and Kirby Brooks.

The Famous Door will be renamed "The Congo" and a well-known colored orchestra and a colored revue will take over next Sunday.

George A. Harder, director of NBC press relations in New England at WBZ, sailed from New York for a ten-day vacation in Bermuda.

Paul DeMars, technical director of Yankee web, back at his desk after an appendectomy.

WBAL, Baltimore

"Hi Jinks," daytime variety show broadcast on Monday, Wednesday and Friday, will be moved to a night spot for its Wednesday broadcasts. It will be heard at 8-8:30 on Wednesdays but retains its daytime spot on Mondays and Fridays.

Happy Johnny and his Radio Gang, heretofore heard at 6 a.m. daily, will broadcast Tuesdays, Wednesdays, Thursdays and Saturdays, 12:15 to 12:30 p.m.

WTMV, East St. Louis, Ill.

Paul Godt, musical director, is rehearsing a 10-piece ork to be auditioned for a big St. Louis account.

Elmer Willrich, "Singing Auditor," has a standing arrangement with Old English Inn, one of station's regular accounts. He can collect the monthly bill only at night—and only after he has sung for the customers.

KRSC, Seattle

Robert Priebe, manager, recently booked the famous 70-piece University of Washington concert band for a series of 20 weekly concerts on Tuesday evenings.

Another new KRSC program is the "Camera Club of the Air," presented by Lowman & Hanford, stationery.

ONE MINUTE INTERVIEW

JERRY LESSER

"One sure way to tell a radio actor is to watch the fellow read aloud. Muttering while reading, even a newspaper, is a chronic ailment with most radio actors since their work requires an intelligent interpretation of a part at first sight. Other actors may have days and often weeks to study a script, but the radio actor usually gets his part a few hours before air time and must be letter perfect in his first reading or else. Consequently radio performers soon get in the habit of voice-acting most everything they read."

☆ Coast-to-Coast ☆

PROGRAM Director Bert Hanauer of WFBR, Baltimore, last week was confronted with the problem of enlisting a cast for 13 good-will programs for Maryland National Guard. Although Hanauer had a group of excellent local actors on call he was reticent about requesting them to devote the necessary time to a non-profit series of productions. His troubles ended, however, when he discovered competent actors among his own WFBR announcers. Brent Gunts, George Shaffer, and Ralph Powers, displayed much histrionic ability at Johns Hopkins and NYU; Bob Hurleigh, cavorted as a maid in many a NMMA production; Henry Blanc's umbine versatility is remembered on the West Coast; Nelson Baker trod the shrinking boards of vaudeville, and Henry Hickman "pitched a little woo" with Melpomene while wearing the silks of dear old U. of V.

Recordings of Robert Frost reading a group of his own poems will be heard for the first time on the air on Norman Corwin's "Poetic License" program on WQXR tonight at 9:45-10. Several recordings of Carl Sandburg singing selections from "The American Songbag" to the accompaniment of his own guitar will also be featured on the program.

WMBG, Richmond, saluted the nation over the Red network of NBC on Saturday by a presentation of Richmond Public School's talent. Program was a part of the weekly feature, "Music and the American Youth." Bands of both the John Marshall and Thomas Jefferson High Schools participated as did a massed chorus of 150 voices and a 60-piece orchestra made up of both of these schools. WMBG received locally many messages of appreciation for having presented this show. It was handled by Jack Hooper, chief announcer, with Wilfred H. Wood as engineer in charge of the operation.

J. Roy McLennan, manager of WSAL, Salisbury, Md., is cornering quite a few visiting celebs for mike interviews. Latest was Will Osborne, modern dance music maestro. Joan Brooks and Jesse Crawford were other recent guests.

Hal Johnson, new sportscaster at WAPI, Birmingham, has made such a hit that the station is considering making him a daily feature.

The Radio Rubes will present a special program of old American folk tunes and ballads for shortwave to Italy today at 11:30-11:45 a.m., upon request of the Italian Radio Corporation.

Dr. John Finley, editor of the New York Times, Lily Pons, Right Reverend Monsignor Fulton J. Sheen of the Catholic University in Washington, Frank LaForge, prominent pianist and composer, and the famous Paulist Choir will be among speakers and artists heard over WOR, from the annual Cardinal's Conference on Catholic Charity on Sunday, 3-4 p.m.

Oliver Wakefield, comedian on the Paul Whiteman CBS show, may make a group of recordings for a firm here. His phonograph records are very popular in England.

Roy Moulton, managing director of the Hotel Piccadilly, will be guest interviewer when the Curb Club meets on WNEW at 1:15 p.m. tomorrow. Paul Brenner, regular interviewer, will step into the background.

Martha and Hall start a new sustaining series over WOR-Mutual at 9:45 tonight. They will be heard Wednesday, Thursday and Friday.

Lucille and Lanny, prolific musical duet, are on Alan Kent's noonday broadcast over WNEW, Monday through Saturday.

WJW, Akron, which recently joined the Mutual system to carry the Zemo-Musterole show featuring Carson Robison and his Buckaroos, reports that the program is highly liked in that area.

WCOA, CBS outlet in Pensacola, played a major part in a drive to secure funds for the construction of a contagious disease hospital and home for the "iron lung." A radio jamboree featuring all the station's most popular vocal and instrumental talent was broadcast on Tuesday evening at 7 o'clock. Listeners were invited to telephone their contributions to the station, and the names and amounts were announced during the jamboree.

Grover Whalen, head of the 1939 World's Fair, will broadcast from his office in the Administration Building at the Fair Grounds over WNEW at 3:45 p.m. tomorrow. Whalen's broadcast will be the first of a series of weekly broadcasts over WNEW to be continued until the close of the 1939 World's Fair. Richard Brooks, WNEW commentator, will handle the series.

WSPR, Springfield, Mass.

Art Bergstrom, junior announcer, is back on duty after an attack of grippe. While he was laid up, he celebrated another birthday.

Birthday wishes were extended to Norah Adamson, the "Aunt Patty," of the Rivest Children's Hour, on the final program Saturday.

The second D-X program was produced the other morning from 4 to six. Chief Engineer Hillis W. Holt was in charge, assisted by Assistant Chief Engineer Larry Reilly and Engineers Al Bradley and Russ Pinney.

SAN FRANCISCO

George Gibson Davis, conducting KYA's "Morning Meditations" under auspices of Unity, has been averaging more than 200 letters per week for past few months. Dwight Newton's "Uncle Harry School Days," juve offering, second best letter puller with 175 to 200 weekly.

C. P. MacGregor, H'wood transcription chief, a KYA visitor to inspect new station setup which was modernized recently.

NBC airing Carvel Craig from the new Whitcomb Roof and Carl Ravazza from Persian Room of Sir Frances Drake Hotel, under CRA banner.

KFRC got two commercial plums this week. First is half-hour variety show Tuesdays and Thursdays 8-8:30 a.m. with Hugh Barrett Dobbs as emcee and cast of Rose and her Guitar, "Haywire Mac," Wyoming Cowboys and Ace Wright, fiddler, sponsored by Williams S. L. K. Laboratories, makers of "Rux," contracted through General Adv'ting, L. A. for one year on Don Lee net. Second is "Toast of the Town," which leaves KSFO, and now stars emcee Walter Guild, Chester Smith and ork, Frances Dale, Bill Davidson and others, heard Fridays, 9:15-9:45 p.m., sponsored by Roma Wine Co., for 13 weeks on KFRC and KHJ, through James Houlihan agency, S. F.

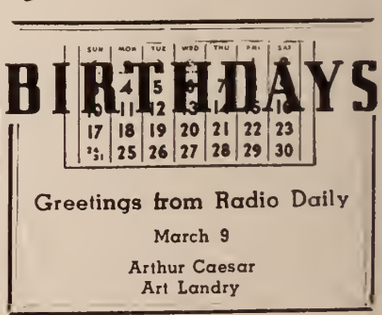
Laurance L. Cross, originator of "Crosscuts from the Log of the Day," brought back to local listeners with "Musical Clock" program Monday through Saturday on KGO, 7-8 a.m.

Van Fleming, producer of "I Want a Divorce" series, collaborates with Rex Rivers in March 13 show.

Dick Newton, NBC singer, returned to U. S. Army with commission of captain. Has taken over supervision of entertainment of 30 CCC camps in southern California.

Jack Meakin, NBC maestro, wrote "Carla Vanni" in less than an hour as a theme song to accompany newspaper serial "When Nob Hill Boy Meets North Beach Girl," currently running in "Call-Bulletin." Beryl Cameron, NBC contralto, debuted it on Fred Johnson's weekly interview program on KPO.

Hal Dreiske, former Fred Waring arranger, opened at the Bal Tabarin nitery with an NBC wire. Vocalist is Dorothy Allen, KFRC singer. Dreiske replaces Jack Winston after nine months, with latter scheduled for one-nighters and a Trianon ballroom (Seattle) engagement through CRA.



STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 48 NEW YORK, N. Y., THURSDAY, MARCH 10, 1938 FIVE CENTS

FCC Seeks Plan on Listener Kicks

McNinch, Payne and Sykes Are Named as Committee to Map Procedure on Complaints to Stations

Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch and Commissioners George Henry Payne and Eugene O. Sykes have been designated to serve as a committee for the purpose of recommending to the Commission the procedure to be followed in the handling of informal complaints against broadcasting stations.

Duties of the new appointees, it is announced, will be to consider individually all complaints made by listeners to stations, with a view toward promoting better programs.

INDUSTRIAL FIRMS CHECK COMMENTATORS ON RADIO

Increase in industrial strife, such as strikes, NLRB hearings, mass picketing and reduced working schedules due to the recession, has caused the many large industrial concerns to keep a close watch on what is said about them via the airwaves.

Radio Reports Inc., the "clipping bureau of the air," is at present doing work for about 25 concerns. Bethlehem Steel; U. S. Steel; J. P. Morgan Co.; AT&T; General Motors; Consolidated Edison; Iron & Steel Institute; Chrysler Corp.; American

(*Continued on Page 3*)

AGRAP Still Balloting On Affiliation Move

AGRAP is still balloting on its affiliation vote, according to Roy Langham, president. Langham stated that WABC chapter is scheduled to vote tomorrow night. WEAF-WJZ sound effects men have yet to cast ballots.

Contract renewal with WNEW is being delayed pending results of the NLRB hearing. WMCA has submitted its contract to the Guild, but there are still some details to be ironed out.

Affiliation ballots are still unopened, hence no one is supposed to know the results of the voting, said Langham.

Phonograph Record Men Meet With AFM Board

Phonograph record manufacturers were represented at yesterday's meeting of the AFM Executive Board. License agreement was talked over, particularly ways and means of applying the license. Next meeting

(*Continued on Page 2*)

3 News Announcers

New Britain, Conn.—WNBC's recently adopted a three-announcer system of handling newscasts. First, five or six headlines are read. Then Milt Berkowitz chimes in with international news. A commercial plug follows. Crean Patterson reads the national news. Second commercial. Hal Goodwin tops it off with state news and weather report.

KRE Pastor Parade

Berkeley, Cal.—The "Morning Watch" at WORC, Worcester, where 30 pastors are rotating, owes a salute to KRE here. Sales Manager Fred Macpherson of the local outlet points out that the half-hour "Morning Watch" aired over KRE for the past year and a half has been rotating some 150 pastors of East Bay Church Federation. Program has excited much favorable comment.

BROWN & WILLIAMSON SPONSORING THE DERBY

Brown & Williamson (Kool and Raleigh cigarets) on May 7 will sponsor the running of the Kentucky Derby, which will be aired over CBS exclusively. Network has the Derby tied up for the next five years.

Sponsor has broadcast the turf classic for the past three years; last year it was on NBC. BBDO is the agency.

Coast Stations Oppose Sets With Limited Dials

West Coast Bureau, RADIO DAILY

Los Angeles — Local independent stations are very much up in arms and waging an aggressive warfare against the marketing of various new models of automatic dialing receivers which have buttons or other gadgets limiting pickup to five or six major

(*Continued on Page 3*)

Facsimile Standards Are Expected Soon

Facsimile people are hopeful that equipment standards will be completed and approved by the FCC within the next few months, thus paving the way for regular service and the marketing of sets on an extensive scale. The matter of standards will be taken up at the radio manufacturers' meeting later this spring.

Feenamint ETs Renewed

Feenamint has renewed contract with Brinckerhoff Recording Co. calling for three transcribed shows weekly. Programs star Jack Berch, singer, under direction of Harry Holcombe of the William Esty & Co. agency.

WSM WILL CONCENTRATE ON 500 KW. APPLICATION

Nashville—National Life & Accident Co., owners and operators of WSM, has withdrawn its FCC application for a 100-watter in order to concentrate on its efforts to obtain an increase in WSM's power from 50,000 to 500,000 watts. Original purpose was to operate the smaller station in connection with WSM. Hearing on the increase is listed for March 16.

Convention Committees Appointed by A.A.A.A

American Association of Advertising Agencies has appointed four committees in connection with its 21st annual convention to be held April 20-23, at The Greenbrier, White Sulphur Springs, West Va. Committees are:

Convention Program: Mark O'Dea, chairman; R. M. Alderman, D. M. Botsford, F. R. Feland, B. B. Geyer, Homer Havermale, Atherton W. Hobler, Edward Lasker, Maurice H. Needham, W. G. Palmer, Wm. B. Reming-

(*Continued on Page 3*)

Hal Kemp's Orchestra Set for Griffin Show

Chicago — Hal Kemp's band has been signed for the Griffin All-White shoe polish show which starts April 19 at 10 p.m. on CBS. Present plan is to make show all-musical, featuring only Kemp's crew and soloists. Rosalind Marquis is now singing with the band at Hotel Drake while Maxine Gray recovers from recent injuries.

Brunswick British Deal

Electric & Musical Industries, London, starting July 1 will handle foreign distribution of Brunswick and American Record Corp. phonograph disks in British Isles and practically all of the world except North and South America, it is announced by R. W. Altschuler, president of Brunswick. Brunswick's foreign contract with Decca expires June 30.

RADIO SETS IN WORLD NOW TOTAL 69,700,000

Geneva — Radio receiving sets throughout the world totaled 69,700,000 at the end of 1937, compared to 63,450,000 at the end of 1936, according to the International Broadcasting Union.

CBS Short Wave Series Being Directed to Egypt

CBS, through its short wave station W2XE, will shortly begin a series of directional transmissions to Egypt. Tests will be made to determine feasibility of regular relays of CBS programs to long wave Egyptian outlets.

E. K. Cohan, CBS engineering director who has been in Cairo for the

(*Continued on Page 2*)

Ringside Recording

Oakland, Cal.—Stumped by boxing club's ban on airing of boxing at Oakland Auditorium, KLS Sportscaster "Speed" Riley takes recording machine to ringside, spouts description onto disk, including between-round interviews with celebs, and at final gong rushes back to station with police escort and spins disks before auditorium empties.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wednesday, Mar. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	133⅜	132¼	132⅜	— 1⅛
CBS A	17¾	17¼	17¼	— ¼
CBS B	17	17	17	— 1
Crosley Radio	7½	7½	7½	— ½
Gen. Electric	39½	38⅜	38⅝	— ¼
RCA Common	6½	6¼	6¼	— ⅛
RCA First Pfd	49	48⅛	49	+ 2
Stewart Warner	9	8¾	9	+ ⅛
Westinghouse	93¾	91	92⅛	+ ⅝
Zenith Radio	15	14¾	14⅞	+ ⅛

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15½	15⅛	15½	+ ⅜

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

NEW BUSINESS

WOV, New York: Fels-Naphtha, announcements, through Young & Rubicam.

WBIL, New York: Carter's Clothes, announcements, through Alvin Austin Co.

WPEN, Philadelphia: Planter's Hi-Hat Peanut Oil, musical programs, through B. W. Gottlieb Associates; Fels & Co., announcements, through Young & Rubicam.

WHO, Des Moines: Carter Products, spots, through Spot Broadcasting Co.; Interstate Nurseries, "Bobbie Griffin's Sunrise Roundup", programs; DeKalb Agricultural Association, programs and announcements, through Frank Presbrey Co.

WTMJ, Milwaukee: Gibbs & Co., ETs, through Ruthrauff & Ryan; C. H. Robinson Co., "Apple A Day", programs.

KSFO, San Francisco: The Drackett Co., "Hello Peggy", programs, through Ralph H. Jones; Axton Fisher Tobacco Co. (Twenty Grand Cigarets), ETs, through McCann-Erickson.

WNBX, Springfield, Vt.: Procter & Gamble (Crisco), chain breaks, through Compton Agency; Ford, chain breaks, through McCann-Erickson; Chevrolet, programs, through Campbell-Ewald; Krueger Ale, time signals; Narragansett Brewing Co., programs, through United States Advertising Co.

Jules Haarberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

☆ Programs That Have Made History

WWSW's "Radio Swaps"

ONE of radio's most unusual by-products—"Radio Swaps"—celebrates an anniversary on March 11, when Walt Framer, who originated this novel method of exchanging prizes for trash with pedestrians on the sidewalk, will SWAP for his 1500th item.

This program now sponsored by Joseph DeRoy (credit jewellers) over WWSW, Pittsburgh, has moved to a 1:30 spot on the afternoon schedule and now features Framer with his roving microphone from in front of his sponsors' three stores.

The swapping idea originated with Framer over two years ago when one evening during a community sing broadcast from Warner's Enright Theater in Pittsburgh, he discovered that the program was ten minutes short. On the spur of the moment he called for the manager who fished out a handful of passes and Framer proceeded to SWAP them for items out of the audience. The gag turned out to be the hit of the show and since then it has become the feature of the old "Curbstone Cash" program—now "Radio Swaps."

Walt Framer has lists of items he has swapped for, over a period of the last two years and some months that he has been swapping. When he obtains the item he calls for from some member of the audience, the real fun begins, for then Framer interviews the "victim." It's one of the world's goofiest programs and is pulling scads of response and selling lots of merchandise. In fact, the sponsor has renewed his contract on the feature for another year. Framer is working out a plan to syndicate the idea with lists of items provided, to other stations. He has also been approached by one of the networks for a possible spot for one of the larger sponsors. "Radio Swaps" is now presented daily at 1:30 p.m.

CBS Short Wave Series Being Directed to Egypt

(Continued from Page 1)

World Telecommunications Conference, has made all preliminary arrangements from that end, while A. B. Chamberlain, chief engineer, is in charge in New York.

2 B. & B. Renewals

Continental Baking's "Pretty Kitty Kelly" serial on CBS has been renewed for another 13 weeks from April 11 through Benton & Bowles.

Same agency confirms renewal of Maxwell House "Good News of 1938" on NBC-Red for 13 weeks from April 7.

Henry Rosenblatt on KFWB

West Coast Bureau, RADIO DAILY

Los Angeles—Henry Rosenblatt, son of the late Cantor Joseph Rosenblatt, starts a new weekly program of songs over KFWB California Radio System, Mondays at 9:15-9:30 p.m. Program will be titled "Henry Rosenblatt Sings." Rosenblatt appeared recently as guest of Cantor on "Texaco Town", also with Lud Gluskin on "Hollywood Showcase" program, which resulted in signing of present spot.

Gable on the Mind

Springfield, Vt.—The Clark Gardner of WNBX's Gardner Nurseries commercials may be looking for a new sponsor. A listener from across the border in New Hampshire sent the station a postcard a few days ago asking for "the garden seed offer made by Clark Gable".

"Hobby Lobby" from Theater

Hudson Motor's "Hobby Lobby" program will air two programs from the stage of the Apollo Theater on 42nd Street, March 9 and 16.

Phonograph Record Men Meet With AFM Board

(Continued from Page 1)

with the record men will be held Tuesday, when attorneys will get together for both sides.

Record makers represented were Decca, Brunswick, Columbia, Victor and American Record Corp.

WJR Cuts Off "Swinger"

Detroit—WJR is really serious about its edict against "swinging" traditional heart songs. Early Wednesday morning Announcer John Stinson cut Tommy Dorsey's ork off the air as they were modernizing "Comin' Thru the Rye". Stinson explained the new order, given by Leo Fitzpatrick, g.m., who feels that the liberties taken with the old songs is pure desecration, and half a dozen laudatory calls came in at 12:47 a.m.

WGES Wins DAR Award

Chicago—For outstanding service in citizenship and Americanization education, WGES has received a citation and an American flag from the Daughters of the American Revolution. Flag was presented to Gene T. Dyer, president-owner of the station.

New Al Barrie Series

A new series of "Al Barrie Mellydrammers", written and presented by Al Barrie, starts today at 8 p.m. over WNEW.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

COMING and GOING

LEE GRANT, who has been featured with his orchestra for the past ten months on WMCA's daily three-hour "Grandstand and Bandstand" commercial, has returned from a vacation. He is currently being considered for a new coast-to-coast commercial.

WALTER WOOLF KING, screen and stage actor-singer, signed by Eddie Cantor, has headed east from Hollywood.

EDDIE CANTOR and troupe, who entrained for Cleveland after last night's broadcast from New York, will arrive in Philadelphia for the March 16th broadcast and will make personal stage appearances there until March 19.

JACK LAVIN returns today from Roanoke, Va., where he supervised Jesse Crawford's opening concert last night.

HAZEL WESTERLUND of CBS station relations is off to Florida on Saturday for a two-week vacation.

JEROME SELL, CBS sales promotion, is visiting WKRC, Cincinnati, for the rest of the week.

C. ALDON BAKER, commercial manager of WRNL, Richmond, arrived in New York yesterday on a business trip.

PHIL BAKER leaves Hollywood following his broadcast of March 26 for New York, where he will broadcast for the rest of present series.

NAT BRUSILOFF and MRS. BRUSILOFF sail on the Pilsudski for a cruise to Venezuela.

16 Million BBC Income

London—Record income of $16,780,370 is reported by British Broadcasting Co. for 1937. This includes $14,375,220 from licenses and $2,402,635 from publications, a substantial increase in both cases.

Among program expenditures were $3,220,685 for artists, speakers, etc.; $1,131,460 for permanent orchestras, $1,816,439 for performing rights and $1,833,505 for program staff salaries. Television expenditures are not revealed.



Industrial Firms Check Commentators on Radio

(Continued from Page 1)

Railway Ass'n and General Foods are among the types of firms interested in what is said on the air each day by commentators, news reports, government officials and union officials. They all use the service.

Yesterday Radio Reports was furnishing J. P. Morgan with all the data aired on the failure of Richard Whitney & Co. Air clipping service charges $200 a month for the full service, which consists of a daily report and a weekly summary. Complete texts of speeches are also taken off the air on disks and filed away for reference purposes.

Boake Carter, according to the firm, is the hardest news commentator to check on the air. Carter speaks indistinctly and sometimes slurs over an entire sentence. But by replaying the recording, jumble is clarified.

Radio Reports also furnishes a special service for clients. Arthur Kudner had all comments on the cancelled visit of the Duke of Windsor taken down by the firm. Rockefeller family, through Ivy Lee & T. J. Ross, ordered all the wordage on the death of John D. Rockefeller.

Edward Loomis is head of the "clipping" company. Firm on occasion works on a 24-hour basis in order to listen to all programs and furnish subscribers with the daily report the following day.

Agency Starts Idea Search

Following the recent appointment of Alan Dale Wilkes to work on Radio Production, the W. L. Post agency announced a campaign for new program ideas and radio scripts. Wilkes is operating from the office at 292 Madison Ave. in New York. The Baroness Helena von Polenz was the first of a number of personalities to become available for radio appearances.

No Spring Opera

NBC will terminate all Metropolitan opera broadcasts for the current season following the airing of March 19. Decision of Met officials to dispense with the spring series this year drops at least four Saturday programs from the schedule that was heard last year. Programs are expected to resume with Christmas opera this year.

Magazine Advertising Up

Magazine advertising in February was up 4.7 per cent over the previous month, a larger than normal increase, according to current issue of Printer's Ink.

RECORDINGS

•

Call BRINCKERHOFF PLaza 3-3015

NEW PROGRAMS—IDEAS

"Night School"

A new program originated by WTMJ, The Milwaukee Journal station, which is known as "Night School," dusts off the old arithmetic book, with the professor offering cash prizes for solving three problems and sending 25 words of comment on some WTMJ show. One of the problems is dramatized with many numbers being used, and listener is supposed to catch them all and add them correctly. Gay, modern transcribed music gives pleasant contrast to the old-fashioned schoolroom atmosphere. "Night School" is another in the nightly "quizzer" series being used by WTMJ to build up the 10:15-10:30 spot.

Prayer Meetings

Increasingly large following is reported for "Wednesday Night Prayer Meeting" of WIBW, Topeka, Kan. Sessions are under direction of Topeka Ministerial Association, with the Rev. Alvin J. Lee in charge. Each week, different Topeka minister takes over program, using his church choir and accompanists to round out half-hour period. Short sermonette, prayers, and solos by choir members are features. Sermonettes, it is noted, are not denominational, but inspirational, and designed for the benefit of all listeners.

"I Want An Audition"

Exploited by means of screen trailers, handbills, window posters, direct mail, and incidental spots on KDYL, Salt Lake City, over which it is aired, "I Want An Audition" is hailed by the station as one of the biggest showmanship programs planned for months in the intermountain west. Stunt is conducted basically along "contest" lines, although not set up as an amateur show. Series runs for 13 weeks, broadcast from stage of the Utah Theater with object of exploiting "obscure professionals." Winner of series will be given free air trip to Hollywood and return, with a special guest-appearance airing from NBC Hollywood studios. Cash prizes go to weekly winners.

New "News" Show at WNBX

Phil Hoffman up at WNBX in Springfield, Vt., has hit on a new wrinkle in news programs. Brief headline news only is used, carrying conventional date-lines. Co-sponsors are given caption of the city in the classification of news.

WNBX sells local business in more than 40 Vermont and New Hampshire cities. Sales force had no difficulty in finding co-sponsor in nine cities to buy exclusive contract for their cities. Looks as though another such program can be spotted in another time of the day.

Convention Committees Appointed by A.A.A.A

(Continued from Page 1)

ton, V. O. Schwab, A. W. Seiler, Donald S. Shaw, L. L. Shenfield, Guy C. Smith, Rowe Stewart and Enno D. Winius.

Sports: H. B. LeQuatte, chairman.

Dinner Entertainment; Edward J. Owens, chairman.

Entertainment for Ladies: Mrs. Edward J. Owens, chairman.

Lenten Plays on WMCA

WMCA on Sunday will start a series of Lenten plays presented on alternate Sundays at 8-8:30 p.m. by the Church of St. Mary the Virgin. First offering will be "The Terrible Meek", by Charles Rann Kennedy, arranged for radio by Maryverne Jones. Cast will include Hilda Spong, Reginald Bach and Hugh Williams.

Kaltenborn Resuming

H. V. Kaltenborn, CBS news commentator, will return to the air March 20 via CBS "Headlines & Bylines". Commentator is fully recovered from his recent illness.

Gallenkamp Stores Renew

Gallenkamp Stores, through Long Advertising Service, Los Angeles, on March 20 will renew "Prof. Puzzlewit" on four NBC-Red Pacific stations (KPO, KFI, KGW, KOMO), 4-4:30 p.m. (PST).

Coast Stations Oppose Sets With Limited Dials

(Continued from Page 1)

stations. Member stations of Southern California Broadcasting Ass'n have been devoting daily announcements to the campaign urging prospective purchasers to buy only sets with which they can tune in to all local stations. Leo Tyson, general manager of KMPC and president of the Association, has directed protests to manufacturers of the automatic sets, but without eliciting response as yet.

Stan Shaw's Break in Pic

Current issue of Pic, the picture magazine, devotes five full pages to Stan Shaw and his "Milkmen's Matinee" program aired at 2-7 a.m. daily over WNEW. His studio layout, record library, and even pictures of some of his faithful fans are shown.

Approve WNYC Probe

The City Council has adopted the resolution presented to it by Councilman Keegan calling for a complete inquiry into WNYC. A committee of five will be selected and will investigate if there has been any communistic propaganda on the station.

Jimmy Shearer's 16th Year

Newark, N. J.—Jimmy Shearer, general manager of WHBI, this week is celebrating his 16th year in broadcasting. It was in March, 1922, he began singing from a local station.

BRILLIANT SERVICE

to the seven member stations of out-state Michigan • • • • affording top-notch reception • • • • plus big time entertainment • • • continuously from morning opening to night sign-off • • • every day in the year • • • • originating from the key station, WXYZ, Detroit • • • all contribute to the outstanding sales power of the

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

Los Angeles

THE Colorado Hillbillies troupe of 9 people, discovered and being agented by Audrey Mays, make a guest appearance on the Vallee show tonight.

KGER and KFOX, Long Beach stations, were among the outlets that did fine service in the news end during last week's flood, and they received much praise for it. Marooned in Long Beach, C. Merwin Dobys, owner and g.m. of KGER, spent several anxious hours with his technical crew at the transmitter. As the storm and flood began to subside, News Editor Clete Roberts spent three hours in a plane surveying property damage. Hal Nichols and his KFOX staff were active with their short wave unit from scenes of disaster.

Puritas water has contracted for five daily time signals on KNX for one year from April 1. The McCarty Co. handles the account.

The new KMPC program, "Your Beverly Hills," has had a change in time before it started, but definitely slotted now at 10:30-10:45 a.m., Mondays through Saturdays.

The only KNX-CBS casualty of the flood was Paul Pierce, continuity writer, who slipped in the mud while alighting from his car, and suffered torn ligaments necessitating a cast and crutches.

University of California at Los Angeles has installed a Universal Microphone Co. professional recording unit for use in its radio, speech and other departments, following the University of Redlands and the College of the Pacific in the installation of this equipment.

Superior Sea Food Co. is newest participating sponsor of Fletcher Wiley's "Housewives' Protective League" on KNX. The Hillman-Shane advertising agency is handling a big campaign for the distributors of "sea fresh seafood."

Walter Woolf King, vocalist-emcee, left here this week to join Eddie Cantor and the new Camel show cast, having been signed to a termer by Cantor.

WPTF, Raleigh, N. C.

Ralph Burgin Jr., from WSJS, Winston-Salem, joins next Monday as announcer.

Raleigh String Quartet, under direction of Edgar Alden, prof. of violin at Meredith College, returns for a new series, Thursdays at 8:30 p.m.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **Thinking Out Loud (and sometimes talking out of turn):—Starting today NBC will issue passes to songpluggers permitting them to enter the building and go to the second flood ONLY between 9 a.m. and 7 p.m.... The passes are really pointless to the boys—because the second floor studios are rarely, if ever, used by their contacts. Ruling states that when they reach the second floor and wish to see Russ Morgan or Rudy Vallee or Tommy Dorsey—who use the 8th floor studios—a page boy will deliver the message to the bandleader—and he will come down to the second floor to see the boys. Maybe!....The boys, under a previous arrangement, obeyed every restriction—and should receive consideration now....Leonard Leonard whose swell show "News Testers" is heard on WOR-Mutual, has joined that organization. He moves his pencil, paper and paste pot there Monday.**

● ● ● *Henrietta Norman, actress-singer, formerly at KFWB, Hollywood, but lately active in N. Y., attracted favorable interest by her work in Show Shop's "One Every Minute" at the President Theater. Several more radio names appeared in the production, including Bessie Wynn, Edwin Christie, Ernest Symons, Frank Hilliard, Walter Black and others....Jim W. Woodruff Jr., g.m. of the Georgia Broadcasting System (WATL, WRBL and WGPC), is one of the youngest execs in the business. He's been a stickler for a policy of Community Service, which has made him a favorite with people of Georgia, so that he is rivaling the popularity of his Dad, who is prominently identified with other interests in the "Cracker" state.... Relatives lost for 25 years were found in five minutes for a Colorado woman by WROK, Rockford, Ill., not long ago....Wonder why people would go looking for relatives, anyway?*

● ● ● **Jean Hersholt, 20th Century-Fox film star and CBS radio actor, celebrates his silver anniversary in movies tonight in a special CBS broadcast at 10:30-11. Edward G. Robinson will be emcee, with Mary Pickford, Edward Arnold, Tyrone Power, Robert Montgomery and others paying tributes to the popular player....Hear that Sam Coslow leaves Paramount on April 1....Phil Regan may return to WB flickers beginning with "The Singing Cop"....With word around that the remotes may be continued from Chicago within two weeks, bands are again fighting to get booked there....Nat Brandwynne, who was slated to go into the Troc, follows Henry King into the Fairmount Hotel in 'Frisco on April 2....Al Roth, the red-headed NBConductor, is at West Point looking over the situation and getting an idea what it's all about—just because he will do a show on the 19th—which is the academy's anniversary....Allan Jones will do a p.a. at Loew's State in April—following Rudy Vallee.**

● ● ● *Kendall B. McClure, news editor of WOAI, San Antonio, who just compiled his afterpieces known as "Before 30" into book form, has the same auto license plate "30" as last year—one of his favorite dogs is tagged "Dreitzen," which is German for "30" (we're told), and now Ken informs RADIO DAILY that he probably will sell only 30 volumes although over 1000 were published....Helen Rowland, popular columnist of the "Merry-Go-Rowland," has finished her air appearances for Hecker Co. and is now in Washington preparing a series of shows in which her agent, William C. Lengel Literary Associates, reports a number of sponsors are interested.... On Monday, WMBH, Joplin, Mo., carried a story that a bedridden woman on a farm about 40 miles from the station was in need of a wheel chair. Hour and 55 minutes later a woman phoned to say that she had purchased a wheel chair for the use of the farm woman.*

Chicago

PIERRE ANDRE has replaced Harlow Wilcox as announcer for American Tobacco's "Kay Kyser Kollege of Musical Knowledge."

Jim Jordan (Fibber McGee) has gone to Kansas City to look after business interests.

Jack Pearce of WGN engineering staff is back from a vacation jaunt to Florida.

Pretty Genelle Gibbs, announcer on Wrigley show, is doing a lot of posing for ads, which you will soon see in national magazines.

Mary Lou Laing of WJJD "Down Story Book Lane" show has returned from a New York vacation.

WJJD associates extending sympathies to Announcer Al Avery, whose mother died.

Ken Church, assistant manager of KMOX, CBS station at St. Louis, in town for conferences with Radio Sales, Inc. staff.

Ed Wood, commercial manager of WGN, laid up at home with illness.

Chuck Grant, nine-year-old cousin of the late Will Rogers, is making quite a hit here as a juvenile performer, he appears in Sears Roebuck's Grandma Travels and Folger's Judy and Jane.

Reggie Martin, former WGN announcer, who has been associated with the Central States Broadcasting system at Lincoln and Omaha, is in town.

Sandra Michael, original author of "Valiant Lady," new Joan Blaine serial for General Mills, is readying another new dramatic series for this sponsor. Meanwhile Valiant Lady is being written in New York by Bayard Veiller.

WIND Delays Facsimile Tests

Chicago—While WIND has received FCC approval to experiment with facsimile, installation will be held in abeyance for a month or two pending outcome of forthcoming radio manufacturers session at which it is planned to set standards for facsimile sending equipment.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE
12:15 P. M. EST.
• SUNDAY WEAF-NBC RED
9 A. M. EST.
Management NBC Artists Service

PROGRAM REVIEWS

"Illusions of 1938"

A generally bright, tuneful, fast and fairly funny musical comedy made its debut Tuesday night at 9:30-10 over WHN under the title of "Illusions of 1938." Show is written by Henry Tobias, the songwriter, and George J. Bennett, with talent including Henry and Charles Tobias, Phil Silvers, Jean Ellis, Ross and Edwards, Ding-Dong-Dell, and Don Albert's orchestra. Ray Saunders is the announcer.

Initialer in the weekly series, which bowed in without advance ballyhoo, unfolded with surprising smoothness, and with entertainment results that were quite satisfying. Comedy was of the down-to-earth variety, with emphasis on Hebrew dialects; vocals were pleasing, and the musical background was handled in fine style by Albert.

New Friskies Dog Show

Chicago—Alberts Brothers Milling Co., Omaha, for Friskies, dog food, is launching "Jimmy and Gyp on Invisible Trails", transcribed dog stories, on WMAQ starting March 15. Ace Sanderlin is writing series. Erwin-Wasey has the account.

Goldwyn Re-Signs Phil Baker

Phil Baker, who resumes broadcasting from New York on April 3, has been re-signed by Samuel Goldwyn, and will return to the coast following his summer vacation. His CBS Sunday broadcasts for Gulf will be heard from Hollywood beginning with the fall series.

"Gang Busters" Vacation

"Gang Busters" sponsored by Colgate-Palmolive-Peet on CBS, Wednesdays, 10-10:30 p.m., will go off the air June 22 for an eight-week vacation. Program returns to the same spot Aug. 17. Benton & Bowles has the account.

WRC-WMAL, Washington

New WRC transmitter located five miles from Washington in Maryland to be opened officially March 15. Program inaugurating new set-up (5,000 day, 1,000 night) will feature 15-piece orchestra and speeches by Maryland and District of Columbia officials.

Sales department moved in on North Carolina over last weekend. Stanley Bell, salesman, combined business with pleasure visiting Durham. Helen Mobberley, sales, and Catherine O'Neil, program, visited Charlotte.

D'ARTEGA
AND HIS
ORCHESTRA
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

GUEST-ING

OLIVIA DE HAVILLAND, on Chase & Sanborn Hour, March 13 (NBC-Red, 8 p.m.)

GLADYS SWARTHOUT, HORTENSE MONATH, PASQUIER TRIO, FRED HUFSMITH and MURIEL WILSON, on "Magic Key of RCA," March 13 (NBC-Blue, 2 p.m.)

PEG LA CENTRA, ADRIAN ROLLINI and THE FAIR SEXTET, on "Norman Cloutier Presents," March 13 (NBC-Red, 10:30 p.m.)

KATHLEEN KIRSTING, LEONARD WARREN and FELIX KNIGHT, in "Metropolitan Opera Auditions of the Air," finals, March 13 (NBC-Blue, 5 p.m.)

ALICE BRADY and CHARLES WINNINGER, in scenes from "Goodby Broadway" on "Hollywood Hotel", March 18 (CBS, 9 p.m.).

ROBERT BENCHLEY, on the Paul Whiteman program, March 18 (CBS, 8:30 p.m.).

EDDIE LEONARD and JOHN FEENEY, on "Schaefer Revue," March 17 (WEAF, 7:30 p.m.)

JANE FROMAN, on Al Pearce show, March 15 (CBS, 9 p.m.)

ALICE FAYE and TONY MARTIN, on George Fischer's "Hollywood Whispers," March 13 (Mutual, 9:45 p.m.)

UNCLE JIM HARKINS, on Alan Kent show, March 12 (WNEW, 12 noon)

GERTRUDE NIESEN, interviewed by Radie Harris, March 10 (Mutual, 6:45 p.m.)

JOHNNY MESSNER and JEAN D'ARCY, on Happy Lewis "Showcase Revue," tonight (WINS, 5:05 p.m.)

RED NORVO and ARTHUR CREMIN, on Citizens Forum, March 15 (WNEW, 9:30 p.m.)

DOROTHY DIX, on the Lux Theater, March 14 (CBS, 9 p.m.).

ROBERT BENCHLEY, return date on Kate Smith show, March 17 (CBS, 8 p.m.).

WXYZ, Detroit

Ramon Novarro, the movie star, will be interviewed by 110 of his fans in a special fifteen minute broadcast over WXYZ on Saturday. The fans were specially selected from those writing in to the "Film Facts" program, which features Dick Osgood as commentator on film topics, three times weekly over WXYZ and the Michigan Radio Network. Novarro is appearing at the Michigan Theater and the broadcast will be made from backstage.

John Hart, bass-baritone formerly with the Escorts Quartet featured for four years over WXYZ and the Michigan Radio Network, is now top-flight soloist over the same station and net with Benny Kyte's orchestra.

Benny Kyte, musical director of WXYZ, is campaigning for a place on the board of directors of the local Musicians Union. With the primary over, Benny is high up among those nominated for the run-off.

schmalz

is the word for it

. . . is the name of a new book from WKRC, the Columbia owned and operated station in Cincinnati. It tells how one grocery product manufacturer increased his sales from *cans* to *cases* with an unusual Cincinnati program. It's a story of WKRC showmanship. And WKRC salesmanship for sponsors. This is a book we think you should have — and will enjoy.

Local advertisers place more business—50% more—on WKRC than on all other Cincinnati stations combined. WKRC is Cincinnati's favorite local station. It is the *only* station broadcasting the complete schedule of *any* network, to the entire Cincinnati market. To 250,000 families, "This is the COLUMBIA BROADCASTING SYSTEM" means, "*THIS IS WKRC.*"

You can effectively reach the Cincinnati entire market with WKRC at a cost within keeping of the market. It's a rich market—that is buying *now!*

WKRC
CBS

CINCINNATI

"At the top of the Dial" 550 Kilocycles. 5000 Watts Daytime, 1000 Watts Evening. Owned and Operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco

ST. LOUIS

The Mummers of St. Louis, under direction of Willard Holland, begin a radio series over WIL on March 12 at 8 p.m. First play is "Esther," by Joseph Kearns.

Charles E. Glaggett, radio director of Gardner Advertising Co., recently addressed the Women's Advertising Club on "Careers in Advertising."

KFRO, Longview, Tex.

Advertising Associates, Grant Bldg., Atlanta, is now representing the station in Atlanta and the southeast, following resignation of John H. Reagin as rep in that territory.

Wally Ford, announcer-producer, is expected back on the job in a few days after being laid up more than two weeks by a twisted foot. He slipped on a wet porch.

James R. Curtis, president, recently was admitted to practice before the Supreme Court in Washington. He also is licensed to practice before the FCC. Before becoming interested in KFRO, Curtis was in active law work.

WDEL, Wilmington, Del.

WDEL is making plans for several remote pickups from the Rocks, new city park to be opened in June. Speakers will include President Roosevelt.

WDEL will move "Old Song Contest" and a band concert into the new auditorium recently completed on the first floor of the Odd Fellows Building. Room is specially constructed of acoustical material and will seat 300.

Larry Taylor, member of WOR singing corps and former Wilmingtonian was a WDEL visitor the other evening. Taylor was former announcer on staff of local station and was known as Larry Tatman.

Hanssen in KFAB-KFOR Post

Lincoln, Neb. — Jack Hanssen, of late the special events man for KFAB-KFOR here, has been made program director of KFOR. He replaces John Shafer, who resigned to take over the sports and special event programming of WKY, Oklahoma City. Hanssen has been with KFAB-KFOR for about two years.

Llewellyn Moss at WHN

Llewellyn Moss, coloratura singer, has joined the staff of WHN and will be heard regularly starting next week over the Ida Bailey Allen morning program and the Broadway Melody Hour. Miss Moss formerly was one of the singers with Andre Kostalanetz and was previously heard over WDAF and KMBC, Kansas City.

Lawson Zerbe
PL 3-2600

ORCHESTRAS - MUSIC

By TED LLOYD

LAMAR SPRINGFIELD, youthful composer-conductor, will lead the Bamberger Symphony over WOR on March 11 and 18.

Guy Lombardo will have Lucille Bremer of the Radio City Rockettes as his guest on Sunday at 5:30 p.m. over CBS.

Oscar Bradley's return to New York from Hollywood has again been postponed to about April 1. His ork will be heard on the Phil Baker broadcasts over CBS for at least 13 more weeks.

Morton Gould will make close connections on March 21. Besides his regular "Music for Today" program on WOR-Mutual, 8 p.m., the maestro appears that evening with Mark Warnow's "New York on Parade" over NBC-Red at 7:30 p.m.

Andy Kirk's orchestra replaces Lou Armstrong on NBC from Grand Terrace, Chicago.

"Three Cheerful Skunks Are We," Ted Weems' sequel to "Martins and the Coys," will be presented for the first time over WOR-Mutual on Sunday at 1:30 p.m.

Morton Gould's "Music For Today" programs, heard each Monday night at 8 over the WOR-Mutual network, are proving of assistance to students of music all over the country. Latest to utilize the Gould programs for study and comparison are the members of the Composing and Arranging in the Modern Idiom for Radio classes of the Chaffey Junior College, Ontario, Cal. Gould has forwarded copies of his arrangements and compositions to the college for first-hand study, together with other pertinent information requested.

Bunny Berigan opens at the Paradise Restaurant on March 24, launching a new "name band" swing policy at the night spot. He will retain his CBS wire.

Frank Traumbauer and his band follow Jimmy Grier into the Biltmore Bowl, beginning an indefinite engagement on March 17. Manny Klein, trumpeter, is a featured member of the organization, which has been recording for Don Allen of Standard Radio.

NEW ORLEANS

Announcer Clark Alexander is a farmer again with the farm hour getting sponsored over WWL by Reuter Seeds.

Tony Almerico opens at the Club Plantation.

Harold Jordy, after months in the Fountain Room of The Roosevelt, will switch to the Hotel Heidelberg at Baton Rouge, La., and will probably substitute the WJBO wire there for those of WWL, WSMB and WDSU here.

Steve Loyacano and his orchestra opened at Chez Paree this week, taking the air over WDSU.

Gift to Toscanini

Personnel of the NBC symphony orchestra presented Arturo Toscanini with a platinum watch chain, suitably inscribed, as he sailed for home yesterday on the Queen Mary. In addition to members of orchestra, Lenox R. Lohr, David Sarnoff and John Royal also saw the maestro off.

Daughter for Seebach

Jules Seebach, WOR program director, is the father of a girl born yesterday.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

MIAMI

L. B. Wilson, head of WCKY, Cincinnati, doesn't forget to work when he winters in Miami. He maintains an office here.

Sue Tohrner says she is finished producing New York radio shows and that her future work will consist of making Miami an outlet for national programs.

WQAM now brings Boake Carter to local listeners via CBS.

WJNO, West Palm Beach, also will get the Boake Carter show.

KDYL, Salt Lake City

Don Parker, saxophonist in KDYL orchestra, and Owen Ford, technician, both became fathers in February.

Floyd Farr, chief announcer, has won his spurs as an aviator.

Myron Fox and Jack Gregson handling boxing and wrestling broadcasts Monday and Friday evenings.

Al Priddy spending his spare time designing new sound effects apparatus.

George Provol, salesman, appointed to radio committee of Junior Chamber of Commerce.

Listener response has resulted in "Announcers' Court" being expanded to a half hour. George Snell is judge, penalizing announcers who make slips.

Two new shows, "Ask Me Another" and "Inquiring Reporter," have been disked at agency request.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16) Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

Says Canadian Audiences Favor U. S. Radio Shows

F. H. Elphicke, manager of CJCA, Edmonton, Alberta, who recently arrived in New York to contact agencies and observe local broadcasting methods, declared that Canadian audiences are attracted by American radio programs and American merchandise alike.

"Spot transcription shows as well as network offerings rang high in the preferences of listeners as revealed in questionnaires presented to Dominion audiences by Canadian stations," he stated at the New York offices of Weed & Co., his American representatives. "There is no public resentment against good American programs in any way. Rather, they are favored because American entertainment names are far more numerous than those offered within the Dominion."

"Lucky" Unfortunates

Missoula Mercantile Company is sponsoring this one over KGVO, Missoula, Montana. An inspirational novelty, it invites listeners to submit own stories of unfortunate incidents which turned out eventually to bring good luck. Winning story gets $5 and incident is dramatized. Trick is aired in conjuncton with the transcribed program, "Lucky Victims of Misfortune."

☆ PROMOTION ☆

Under Mayor's Auspices

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

NBC Brochure on Music

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

Scottie Pups Free

Dog lovers get an opportunity to win pedigreed Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

For Serious Listeners

In order to encourage systematic listening by schools, parent-teacher groups and similar organizations, KGVO, Missoula, Mont., has announced a bulletin, to be sent free upon request, listing educational and serious music broadcasts over the station.

Public Domain Themes Grabbed by Publishers

Ascap has under consideration several complaints from broadcasters and sponsors who point out that after an advertiser on the air selects a traditional tune as a theme song in order to avoid any copyright complications, music publishers immediately make a special arrangement of the song which they copyright and then induce the orchestra leader to use it. Direct result is that the publisher adds to his batting average in the Ascap score and the advertiser loses control of what he thought was public domain property.

Broadcasters originating the program in question or taking it from a network have a copyrighted piece of music instead of what they presume to be common property; other leaders or stations seeking to use the song are prevented unless given permission by the "copyright owners." Ascap official stated that they had the matter under advisement and didn't know at the present time just what action they could take.

PHILADELPHIA

James Tisdale, WIP engineer, vacationing in Florida until middle of April.

John Harrison, former WIP building superintendent, has joined the station's engineering staff.

CLOTH BOUND

•

960 Pages

•

Weight 4 Lbs.

•

COVERS RADIO FROM EVERY ANGLE



RADIO ANNUAL

Is Now Being Delivered Complimentary to

Radio Daily Subscribers

•

Your Check for $5.00 Covering a Year's Subscription to Radio Daily Will Bring You a Copy of Radio Annual By Return Mail

SAN ANTONIO

Vivian Vorden's girl ork has returned from a tour and is airing over KONO.

Howard W. Davis, KMAC manager, is back from another eastern jaunt.

Frank Stewart, announcer at KMAC, plans a Calif. vacation this summer.

George Ing, chief engineer of KONO, is busy constructing the new 250-watt transmitter.

Charles Kama of Moana's Hawaiians is back on KONO. He recently opened a music store. Kama and Oland Smith also are doing an act on WOAI.

Guy Savage, KABC sportscaster, has resigned. Len Holland of the Evening News takes his place temporarily.

Jimmy Blankenship is director of Kings of Swings, new musical outfit on KABC.

Enrique Garcia Rhumba Kings, sponsored by Frito Potato Chips on WOAI, also has a Sunday hookup on Texas Quality network.

KSL, Salt Lake City

Special features department journeys to Logan to record ceremonies in Utah State Agricultural College's semi-centennial celebration.

Byron Ray, continuity editor, has completed new waltz tempo, "When Sunsets Adorn the West." Now working on arrangement for KSL Concert Orchestra.

Jerry Matson, Z.C.M.I. exec, announces that the pioneer merchandising institution will use additional 15 minutes weekly over station for appliance division.

Ralph Hardy on crutches during leg illness.

WSM, Nashville

Roy Acuff and his Crazy Tennesseans have joined "Grand Ole Opery." They came from WNOX, Knoxville.

Akron Lamp Co. has added three weekly 15-minute programs. Talent by the Delmore Brothers.

WIP, Philadelphia

Benjamin Mass, the "Doctor Socrates" on the "Ad-Lib" series, is the father of twins.

Joe Jenkins, vocalist on the Friday "Mood Indigo" program, is a student at U. of Penna.

ONE MINUTE INTERVIEW

SAM SAX

"To support the claim of many that movie stars don't belong on radio, it is my opinion that radio stars DO belong in movies. As Vitaphone studio head I have made successful shorts with such radio names as Freddie Rich, Don Bestor, Russ Morgan, Horace Heidt, Frank Parker, Donald Novis, Bob Hope, Bob Burns and Charlie McCarthy. Movie shorts have boosted many air performers to greater success on the air."

☆ Coast-to-Coast ☆

SUPPORTING cast of the new serial, "Valiant Lady," starring Joan Blaine, includes Judith Lowry, Richard Gordon and Milton Herman. Show is sponsored by General Mills over CBS.

Uncle Jim's Radio Revue, one-hour Saturday program directed by James A. Nassau over WIBG, Glenside, Pa., is beginning its third year.

Mary Ann LeMay, WISN feminine commentator, will interview a member of the Women's Advertising Club of Milwaukee every other Friday beginning tomorrow during her 3:30 p.m. program.

Two-hour "Barn Dance" aired each Thursday by CFRN, Edmonton, Canada, has been lengthened another half hour to accommodate a fifth advertiser, Great West Distributors. Station's new March bookings also include Johnson's Wax, Quaker Flour, Listerine, Quaker Cereal and various local accounts.

The CBS program featuring Ray Block's orchestra and Nan Wynn, vocalist, heard up to now on Thursday evenings, has been changed and will be broadcast Thursday afternoons at 3:45.

"The My Error" quiz, conducted by Curtis Nicholson on WINS every Thursday at 7:15 p.m., starting tonight will be extended to three quarters of an hour.

WFBL, Syracuse, follows up scoop of last Sunday when Congressman Clarence Hancock discussed Ludlow Amendment by "remote control" from Washington on a special program by obtaining Representative Francis Culkin of Oswego, N. Y., to speak in second program of series next Sunday afternoon. Specially cut transcription will be rushed to Syracuse, and Culkin's talk will reach central New York ether 48 hours after Washington session. Complete latitude is afforded the speakers in this unusual WFBL service, the America's outstanding legislators are in the offing ready to speak to WFBL's central New York audience.

Elinor Sherry, tiny songstress, has been signed to a full year contract by the WOR Artists Bureau. Miss Sherry is heard thrice weekly over WOR-Mutual and currently is the featured vocalist with Leo Freudberg's and Ernie Fiorito's orchestras.

The Four Grand, WHN vocal quartet consisting of David Sorin, Jack Leslie, Joe Frederic and George Fulton, heard again in a new weekly series on Thursday night, begin an engagement at the Paradise Restaurant on March 16.

Ralph Powers, conducting the early morning program at WFBR, Baltimore, has devised one sure way of keeping constant listeners loyal. Through a year's correspondence, Powers has built an extensive and faithful following and through the mail has promised each fan a theater pass every time they catch him with a twisted tongue while reading commercial copy. Result: Very nervous Baltimore theater managers.

Helen Gleason, NBC and Metropolitan Opera singer, has accepted the invitation of Louis S. Marchiony and will represent Radio Row as a judge at the first ice-cream modelling contest to be staged in the U. S., in the Oxford Room of the Hotel Piccadilly on March 13 at 3 p.m.

CINCINNATI

Ann Hunter, formerly at WLS, Chicago, has taken over WCKY's "Household Hour", succeeding Mary Jane Dunphy, who left for other work.

Thomas A. Edison's first talking machine will be operated April 18 during a special WLW broadcast arranged by Joseph Ries, educational director of WLW-WSAI, and James W. Beckman, public relations director for Crosley.

KWK, St. Louis

Terry Brooks, swing singer on Al Sarli's "Jam Session," building quite a following.

Meredith Mason, woman commentator, in hospital two weeks with pneumonia, is reported on road to recovery and will soon be back on the job.

Don Cosby, 11-year-old son of g.m. Clarence Cosby, completely recovered from measles.

INDIANAPOLIS

Special classes in radio will be established as regular instruction at Indiana University in connection with the new WIRE radio series.

Jim Matheny, WFBM director of publicity, has recovered from a severe cold.

Gene Barth, WFBM salesman, laid up at home by grippe.

"Musical Post Office" is a new WIRE sponsored show, twice weekly.

WHO, Des Moines

Glen Parker has joined the announcing staff, replacing Harold Grams, who went to KSD, St. Louis. Parker was formerly at KFJB, WIBO, WLW and with CBS eastern stations.

Bill Davis of the studio engineering staff has traded positions with Don Anderson, transmitter engineer.

Frank Pierce, engineer, is devoting his entire time to facsimile news broadcasting. Adelbert B. Burdick has joined the staff to replace Pierce at the controls.

SAN FRANCISCO

Bert Van Cleve, formerly WOW, has taken over production of KYA's Sunday "House of Vision." Les Allen, announcer gets a singing spot.

A 6-pound girl is enlivening the Mark (NBC Engineer) Dunnigan family.

Bennie Walker amateur hour passed its first year mark. Show has been renewed for 52 weeks on KGO by Homestead Bakeries through Leon Livingstone agency.

KSFO's oldest sponsor, B. Simon Hardware Co. of Oakland, has renewed for another year. Program is "Fishin' Fool," featuring Ralph Stevens.

Larry Keating's "Prof. Puzzlewit" renewed on NBC Coast Red, 52 weeks.

Back on regular NBC announcing staff after year's absence is Cliff Engle who handled Owl Drug's "Treasure Islands" shows.

First stop in personal appearance tour of Johnny O'Brien's "Harmonica High Hats" is Persian Room of Hotel St. Francis, where they'll broadcast thrice-weekly via NBC.

Fred Macpherson, press chief at KRE, Berkeley, recently upped to sales manager. Announcing additions are James Keene and James Moore, U. C. students.

NBC Announcer Archie Presby has invented an automatic burglar alarm.

Charles Green, president of CRA, a visitor for confab with Larry Allen, local booking mgr.

Proctor A. Sugg, NBC engineer, is engaged to Mrs. Betty Ross Taylor, San Mateo.

Lee Mikesell and Brant Bornhard replace Ben Sanders and Ed Barker on KQW (San Jose) sales staff. Barker to NBC.

KJBS's new salesman is Jack Curran, formerly Goodrich Rubber Co.

Clyde Coombs, ex-NBC salesman, has joined KSFO instead of going with Hollywood's Young & Rubicam agency.

Approved budget for 1939 exposition includes $400,000 for radio studios on "Treasure Island," fair site.

Oklahoma Network

American Legion Birthday celebration in Oklahoma set with a half-hour show March 15 over full Oklahoma Network and KTUL, Tulsa.

Fat Stock Show Rodeo in Oklahoma City sponsoring full network airing of show March 21 through March 26 for half hour with KTOK originating.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 49 NEW YORK, N. Y., FRIDAY, MARCH 11, 1938 FIVE CENTS

General Mills on Mutual

Looking On
.... AND LISTENING IN

AT RANDOM A lot of headline entertainers of the old school have been a flop on the radio because they went into it with the attitude that they knew all about pleasing the public and refused to conform to the special requirements of broadcasting.

One of the most aggravating things to a listener, when an orchestra has just started playing a very favorite tune, is to have the announcer break in and give the title of the number or make some unnecessary wisecrack about it.

Many of the variety shows, especially the Hollywood crop, are marred by a confusion of elements—too many persons trying to be comedians, an overflow of guest stars, dialogue sequences blurred by music or noise, and music spoiled by talk.

Using motion picture studio personnel to put on radio shows is like employing baseball players to play football.

Those radio "film previews," which come to a halt just when the listener is anxious to know the outcome, leave a flock of exasperated dialers in their wake.

For every punk program on the air there are two good scripts or ideas in the possession of writers, directors and others—but they can't get anybody to consider their material.

Some of the dramatic stuff on the air these days—even on important sponsored programs—has "hack writing" written all over it.

—D. C. G.

Leading With Chin

Tomorrow night's broadcast of "The Idea Exchange," which started last week over WHN as a Saturday night, 8:30-9 o'clock feature, will suggest a radio program designed to induce sleep, with announcers counting sheep and mothers crooning lullabies. Listeners are expected to respond with a flock of other suggestions—some already on the air.

BRITISH RADIO INDUSTRY GETS MORE GOV'T HELP

London—The British government has increased British Broadcasting Corp.'s 1938-39 allowance by $1,800,000, making a total of $16,150,000. Proceeds from the sale of receiving set licenses, which formerly have been split 25 per cent to the Treasury and 75 per cent to BBC, also will be apportioned differently. BBC has claimed that the 75 per cent from

(Continued on Page 3)

McNinch Won't Talk On A. T. & T. Report

Washington Bureau, RADIO DAILY

Washington—Frank R. McNinch, FCC chairman, after a conference with President Roosevelt yesterday, said that he had no comment to make regarding the report that the FCC-A. T. & T. report calls for the "decentralization" of the A. T. & T. McNinch declared the report, made by Paul A. Walker, is now before the

(Continued on Page 3)

Chicago AFRA Chapter Signs 97% of Talent

Chicago — The Chicago local of American Federation of Radio Artists now has 540 members, representing about 97 per cent of acting and singing talent in Chicago radio. Newly named constitutional committee includes Virginia Payne, Sam Thompson, Ken Griffin, Charles Calvert,

(Continued on Page 3)

19 Theaters in Denver Running KLZ Trailers

Denver—With completion of new tie-ups, KLZ now receives valuable exploitation through movie trailers exhibited in 19 Denver theaters, including the four largest downtown houses.

Already aligned with the Fox group, with trailers showing in the

(Continued on Page 3)

Will Quiz CBC Officials

Montreal—The select committee of the House of Commons appointed to investigate the activities of Canadian Broadcasting Corp. has elected Arthur L. Beaubien as chairman and decided to call the governors of CBC before it when they next meet in Ottawa.

Testing Over Small Network With "Get Thin to Music"—Will Expand Outlets if Successful

Biggest News

Hot Springs, Ark.—In keeping with the constant and keen interest in the weather, KTHS is airing weather reports 12 times daily.

GEN. MILLS AGAIN LEADS AS BASEBALL SPONSOR

With the official start of major and minor league baseball a little more than one month off, sponsors are rapidly readying play-by-play schedules for the coming season. As in past years, General Mills looms as the largest single sponsor, with both Kellogg and Atlantic Refining set to materially increase their schedule.

Announcement made late last year

(Continued on Page 2)

New Wrigley CBS Show Tagged "Sing and Swing"

New Wrigley Gum program which replaces "Poetic Melodies" on March 21 over CBS has been titled "Sing and Swing." Talent for the new series includes the Andrews Sisters, Jack Fulton and Carl Hohengarten's orchestra. Program is heard 7-7:15 p.m. over 26 stations, with a rebroadcast to the west at 11 p.m. over 20 stations.

AFM Executive Board Concludes Sessions

Executive Board of the AFM disbanded here yesterday and left for their respective home towns. All of the members attended with the exception of Jimmy Petrillo of Chicago

(Continued on Page 2)

Mooney Speech Barred

Sacramento — Without debate, the State Assembly yesterday refused by a vote of 38 to 29 to permit a broadcast of the address of Tom Mooney before the state legislature. A remote setup had been installed by KROY. Broadcast was to have been released over CBS.

Chicago—"Get Thin to Music," women's exercise program, which has been a heavy mail puller, has been signed by General Mills for Wheaties over a small Mutual network starting March 21, Monday through Saturday at 9:30 a.m. EST, with rebroadcast from WGN at 9:30 CST. If 13-week test proves effective, a larger network will be used.

Sustaining series on a group of Mutual stations will continue.

H. M. (Mix) Dancer handled the deal for Blackett-Sample-Hummert agency.

ONE ALBANY RADIO BILL GOES INTO SCRAP HEAP

Albany — Assemblyman Arthur Doran's bill, which would have placed New York radio corporations under Public Service Commission rules and subjected them to additional taxes, has been relegated to the scrap heap by the Assembly's public service com-

(Continued on Page 3)

Two-Day Parley to Discuss Entertainment Influences

Two-day conference starts today in which representatives of the world of music, radio, theater, advertising, education and other fields will gather in one of the first cooperative efforts to explore and analyse the factors and trends in American recreation and

(Continued on Page 3)

Quick Thinking

Santa Barbara—Quick thinking at KTMS during the flood last week enabled station to pick up some extra business. Realizing the increased listener-interest in the hourly flood bulletins, stations sold them to Ott Hardware Co., which took credit for bringing the news to dialers, thereby gaining much good will. Commercials were held to 10 words.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Thursday, Mar. 10*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	132¾	131¼	131¼	— 1⅛
CBS A	17	16⅞	16⅞	— ⅜
CBS B	16½	16½	16½	— ½
Crosley Radio	7⅝	7⅝	7⅝	+ ⅛
Gen. Electric	39⅛	38⅜	38⅜	— ¼
RCA Common	6½	6¼	6¼	.....
RCA First Pfd	49½	49	49½	+ ½
Stewart Warner	9	8⅞	9	.....
Westinghouse	93¾	91⅛	91⅛	— 1
Zenith Radio	15	15	15	+ ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

Eastern League Ratifies Baseball Broadcast Deals

Albany—The Eastern League at its spring meeting in Hartford ratified Atlantic Refining's contracts with seven of the clubs. Each will receive $4,000, with Wilkes-Barre scheduled for a generous bonus besides. Albany will be heard over WOKO and WABY through Wheaties for road games, while the deal with Atlantic Refining for home contests is scheduled to be straightened out before the end of the week. There probably will be different sportscasters for road and home games. Grenfell Rand or Sherb Herrick seem likely to land the Wheaties half, with Gene O'Haire almost certain to be Atlantic Refining's sportscaster.

Dell Sharbutt as Composer

New composition by Dell Sharbutt, announcer, will be heard tonight at 10 on the Coca-Cola "Song Shop" emceed by Frank Crumit over CBS.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

Gen. Mills Again Leads As Baseball Sponsor

(*Continued from Page 1*)

to the effect that General Mills would attempt to increase scope this year created a stir in the industry, but with the opening of the 1938 season General Mills has approximately the same amount of stations. With Wheaties as the plug, company will sponsor a few big league games, Southern League, International League, American Association and Western League games. Complete line-up of stations and announcers is expected to be made public following the General Mills Annual Announcers meeting which is scheduled for April 9-10 in Chicago.

Kellogg will broadcast games from Detroit, St. Louis, Boston and Chicago. It is also expected that they will split the sponsorship of some games with Atlantic Refining. Full schedule of Kellogg is to be announced within the next few weeks, while Atlantic Refining schedule is now being readied for release early next week. N. W. Ayer & Son is the agency.

Old Gold cigarets, through Lennen & Mitchell, is expected to retain its series of sport resumes on the eastern seaboard stations, but it is doubtful if additional outlets will be taken on.

TransAir to Represent West Coast ET Company

Chicago—TransAir Inc. has completed negotiations with Twentieth Century Radio Productions of Hollywood to act as exclusive midwestern representatives for firm's transcription service. Plans call for addition of four salesmen to TransAir staff under personal direction of Ray Launder, vice-president.

WMCA Now Sole Outlet For WLW Line in N. Y.

Last commercial program heard on the WHN hook-up with WLW will switch to WMCA effective March 14, it was learned yesterday, leaving WMCA as the sole New York outlet for the line. To date no programs have been scheduled for the exchange on WHN after that date, but station is available to sponsors for the wire.

WMEX Detective Series

Boston—Due to demands from listeners for the return of the "True Detective Mysteries" heard previously from New York over the Inter-City System, WMEX will begin the first episode in a weekly series of these detective dramas on Monday at 7:30-8 p.m.

Programs are produced and directed by John E. Reilly, program director of WMEX, and cast includes Charles Comerford, Winifred Wellington, John Robertson, Paul White, Samuel Alberts, John Hanse, Nancy O'Keefe and Al Harrington.

AFM Executive Board Concludes Sessions

(*Continued from Page 1*)

and C. L. Bagley of Los Angeles. Board is subject to the call of the Chair, but is not expected to convene in the near future, with the possible exception that the March 24 meeting with the transcription men may bring it about.

In the meantime, President Joseph N. Weber will appoint a sub-committee to aid him in any conferences or negotiations. Sub-committee will consist of two members of the board in addition to Weber, who will alternate in calling in nearby out of town members of the board.

KTHS Visits Ark. Towns Airing Merchants' Day

Hot Springs, Ark.—KTHS is moving into various Arkansas towns for combination all-day radio broadcast and merchants' trade day. First program was piped from Malvern, Ark., and included five hours of home town talent, selected and handled by KTHS producer Harry Jackson. Next show slated for Fordyce, Ark., 80 miles southeast of Hot Springs. Malvern broadcast aired first official announcement of entry of John McClellan, Arkansas representative, in hot senatorial race against Mrs. Hattie W. Caraway, when McClellan made brief talk outlining his plans.

George Engles Honored

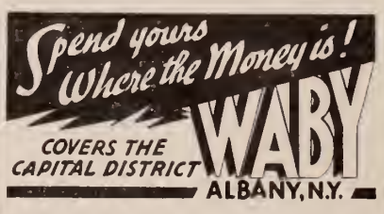
George Engles, vice-president in charge of the NBC Artists Service, on Wednesday was presented with a silver plaque commemorating his ten years in radio.

Party was given at the home of Gladys Swarthout. More than 40 prominent artists were present.

Gumble to Manage Witmark

Mose Gumble, formerly a member of the music firm of Donaldson, Douglas & Gumble, who resigned to accept the post of president of the Professional Music Men's Association last year, will tender his resignation to that group at this evening's meeting, and on Monday becomes manager of Witmark Music, a Warner Bros. subsidiary.

Tonight's meeting also will include voting on Gumble's successor. At a secret meeting of the organization's board of governors this week, Joe "Banjo-Eyes" Santly was selected to be the second paid president of this group. Santly, who was part-owner in Donaldson, Douglas & Gumble, resigned from the firm to join Mills Music as professional manager. Last month he resigned from this firm also.



COMING and GOING

CHARLES E. GREEN, president of CRA, returned yesterday from a six-week trip to the Coast with a stop-off at Chicago en route.

VERNON H. PRIBBLE, manager of WTAM, and MRS. PRIBBLE are vacationing in St. Petersburg, Fla.

WALTER M. MURDOCH, member of the AFM Executive Board, returned to Toronto last night; other members of the board who left were A. C. HAYDEN, Washington; C. A. WEAVER, Des Moines, and H. E. BRENTON, Boston.

O. B. HANSON, chief engineer of NBC, returns from Philadelphia, where he inspected the new studios of KYW.

GERTRUSE NIESEN is booked to sail today on the Paris.

HARRY HERSHFIELD, dramatic critic on WMCA, is in Hollywood for a short stay.

TRUMAN BRADLEY, announcer on the Ford Sunday Evening Hour, is expected in New York on Monday.

KEN W. CHURCH, commercial manager of KMOX, St. Louis, is in New York for a visit to CBS and Radio Sales.

KTHS Seeks Mutual Line

Hot Springs, Ark.—KTHS, headed by S. A. Kemp and managed by Steve Cisler, is dickering for full Mutual service to supplement its NBC sustainings and as additional source of commercial business. First Mutual network show now heard in Arkansas is "Lutheran Hour", originating in St. Louis, fed from Oklahoma network connection at KBIX, Muskogee.

Plans for full-time operation of KTHS have been completed by A. Earl Cullum Jr., Dallas, consulting engineer, and will soon be filed with FCC.

Don Gillette on Leave

Don Carle Gillette, editor of RADIO DAILY, leaves tomorrow on a three-month furlough to complete some special writing which he had to give up last year when he came in to edit the new radio publication. He returns in June. Meanwhile, Associate Editor M. H. Shapiro will handle the desk.

New NBC Serial

"Mother - in - Law", new dramatic serial by Elizabeth Todd, author of the recently concluded "Sue Blake" series, makes its debut Monday at 1:30-1:45 p.m. over NBC-Blue network. It will be heard five times weekly. Cast includes Florence Freeman. James Meighan, Helene Dumas, and others.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

Two-Day Parley to Discuss Entertainment Influences

(*Continued from Page* 1)

entertainment "which influence and shape the cultural life of the nation." First general session will be held today at 2 p.m. in the Auditorium of the Lincoln School of Teachers College, Columbia University. Panel discussions on music and radio will comprise today's conference, while tomorrow's session will be devoted to other amusement fields such as the theater and motion pictures.

Discussion leaders include: Dr. I. Keith Tyler, of Ohio State University, director of the General Education Board Research on Radio Programs; Mrs. Dorothy L. McFadden, founder-director of Junior Programs Inc.; Lee Pattison, a manager of the Metropolitan Opera and Dr. Frederick M. Thrasher, of the Metropolitan Motion Picture Council. Sitting on the panels will be representatives from various organizations such as parents and teachers groups, etc.

Three radio broadcasts were scheduled in connection with the discussions. A 15-minute program was heard yesterday on Mutual, while two other broadcasts will close the conference on Saturday, one being a half-hour discussion over WNYC at 4 p.m. entitled "Radio and the Audience of Tomorrow." At 5:30 p.m., WQXR will have a program under the auspices of Junior Programs Inc., sponsors of the two-day meet. Among those cooperating on the broadcast is the Radio Committee of the Child Study, Ass'n of America.

19 Theaters in Denver Running KLZ Trailers

(*Continued from Page* 1)

chain's 11 theaters, KLZ now plugs in the seven houses of the Civic Theater group, with a trailer bearing institutional copy running in the downtown Denham.

Theater officials estimate that, through these tie-ups, KLZ trailers are viewed by some 200,000 flicker patrons each week.

BIRTHDAYS

Greetings from Radio Daily

March 11

Ramona — Andy Sanella
Harold "Cookie" Sincock

March 12

J. Charles Davis II — Loretta Poynton

March 13

Frances Adair — Aileen Clark
Hugh Cowham — Will B. Johnstone
Helen King — Jack Lait
David Mendoza — Bernie Pollack
Nellie Revell — Louis Roen
Alma M. Sanders — Paul Stewart

NEW PROGRAMS—IDEAS

WCAU Education Forum

WCAU, Philadelphia, has developed new educational program in cooperation with the Oak Lane Country Day School of Temple University. Idea is built around student forum plan, with discussion led by instructor who has about him eight students. Forum group changes weekly to broaden student participation, with subject for each session announced week before broadcast. In order to provide spontaneity, students are not selected until day before program, however, and no rehearsals are held. Idea, tried out experimentally for several months, will be a regular weekly feature.

"Economy Kitchen"

New weekly program in scientific homemaking over WKRC, Cincinnati, presents daily menus, recipes, suggestions for food preparation, and budget short-cuts. Logged as "Economy Kitchen," it is directed by Virginia List, graduate dietician, who supervises demonstrations and conducts Domestic Arts Guild. Listeners will be asked to write in asking their special questions, and those not answered on the program will receive replies in special mail service. In addition, recipes, menu charts, and other material will be supplied to listeners free of charge.

Used Car Campaign Clicks

WNBX in Springfield, Vt., had the jump on used car advertising. Sold a half hour daily during month of February to used car dealers of Vermont and New Hampshire. Program resembled a remote broadcast from "Used Car Show" with music acts and all that goes with such affairs. Used cars described by Nick Carter regarding their rubber, mileage, former owner, etc. Campaign so successful that each participant contracted to repeat for month of March, tying in with National Used Car Campaign.

"Breakfast Table Sweepstakes"

WBAL, Baltimore, has added a new feature, "Breakfast Table Sweepstakes," to its weekday morning program, "Around the Breakfast Table." The sweepstakes will be heard three times on each program throughout the racing season. Six horses will be featured in each race and neither the announcer nor the operator will know which horse will win.

"Dan Cupid Interviews"

Newlyweds and engaged couples are subjects of interviews in new "Dan Cupid" commercial over WFBM, Indianapolis. Problems are aired and solutions left to listeners, with prizes offered. Furniture company sponsors.

McNinch Won't Talk On A. T. & T. Report

(*Continued from Page* 1)

Commission for study before it is presented to Congress. He likewise would not confirm the report that Western Electric was to be separated from its parent company.

McNinch said he talked with the President about the international broadcasting situation in Central America. The Commissioner is chairman of special committee which is studying the subject.

One Albany Radio Bill Goes Into Scrap Heap

(*Continued from Page* 1)

mittee. A similar measure by Senator McCall is pending in that body.

Assemblyman Phelps Phelps informed RADIO DAILY that he understood the judiciary committee had buried his measure to exempt stations from libel suits.

WCAP Lease in Dispute

Asbury Park, N. J.—Radio Industries Broadcasting Co., operator of WCAP, has been notified by the Beach Commission to show cause within 20 days why it should not be evicted for failing to obtain a new lease. The station has been doing business under a lease from the City Council, which has opposed operation of the Beach Commission.

British Radio Industry Gets More Gov't Help

(*Continued from Page* 1)

licenses is required for sound broadcasting alone. The corporation last year had heavy expenses for television as well as for radio programs, and its annual report included the ultimatum: "More money or poorer programs."

Chicago AFRA Chapter Signs 97% of Talent

(*Continued from Page* 1)

Major James Holmes and Tom Shirley. Michael Romano is legal adviser. Groups of members forming nucleus for locals are organizing AFRA in Milwaukee, Madison, Peoria and Des Moines.

P. & G. Expanding in Canada

Addition of Canadian outlets for its "Wifesaver" transcriptions, in behalf of Calay soap, is planned by Procter & Gamble following successful tests on CFRB, CJRC, CJOR and CFCN. Pedlar & Ryan is the agency.

Lehr Collaborates on Song

"Monkeys is the Cwaziest People!" theme comedy line used by Lew Lehr, newsreel and radio comic, on his Ben Bernie program, is the title of a new song written by Lehr in collaboration with Walter Bishop and Basil G. Adlam. Song is being published by Mills Music Inc.

There's Only One Radio Station
in Bay City-Flint-Lansing
-Jackson-Battle Creek-
Kalamazoo-Grand Rapids
.....These, plus
DETROIT
WXYZ (Key Station)
comprise the

MICHIGAN RADIO NETWORK



WXYZ
KEY STATION
DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

April 8: Constitution Publishing Co., Atlanta. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Four Lakes Broadcasting Co., Madison, Wis. CP for new station. 830 kc., 100 watts, daytime.

Sellers, Inc., Dallas. Authority to make electrical transcriptions to be delivered to XELO, XEPN and ERA, and other broadcast stations in Mexico.

April 11: Anchorage Radio Club, Inc., Anchorage, Alaska. CP for high frequency station. 3492.5, 6425 kc., 175 watts.

April 12: George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

April 13: Garden Island Publ. Co., Ltd., Lihue, Hawaii. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

April 15: WCBA, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., share time.

WSAN, Allentown, Pa. Mod. of license to increase power to 1 KW. 1440 kc., shares time.

CALL LETTERS ASSIGNED

Harwell B. Shepard, Denton, Tex. New broadcast station. KDNT.

Cache Valley Broadcasting Co., Logan, Utah. New broadcast station. KVNU.

EXAMINERS' RECOMMENDATIONS

Madison Broadcasting Co., Madison, Wis. CP for new station. 1450 kc., 250 watts, un limited, be denied.

Floyd A. Parton, San Jose, Cal. CP for new station. 1170 kc., 250 watts, daytime, be granted.

WMFR, High Point, N. C. CP to change hours of operation to unlimited, be granted

Stimulate Home Building

Santa Barbara, Cal.—For one solid week at 9:15 p.m. KTMS will cooperate with the bankers, contractors and builders of Santa Barbara in putting on a series of programs designed to aid in creating interest in home building and owning. Bankers have agreed to urge the borrowing of money, contractors have lowered their prices on building materials, and builders have signified willingness to do the same.

D. C. Traffic Court Schedule

Washington Bureau, RADIO DAILY

Washington — Traffic Court radio broadcasts have advanced from the experimental stage to a regular schedule after a conference of judges, police officials and radio station representatives decided they were a success. WOL will carry the proceedings daily at 10:15-10:30 a.m.; WMAL, on Mondays and Thursdays, 10:45-11, and WJSV will deliver a weekly resume of interesting cases at 8:30-9 p.m. beginning March 20.

Movie Quiz on WNEW

David Lowe, WNEW movie commentator, has added a twice-a-week movie quiz to his schedule of programs. In addition to his regular movie gossip programs four nights a week, Lowe now presents a movie quiz on Tuesday and Thursday of each week. His daily broadcasts are heard at 7 p.m., Monday through Saturday.



● ● ● **"Little Shots About Big Shots": This actually happened the other afternoon during the Lou Holtz-Ted Husing show rehearsal which had a few visiting newspapermen and people....Holtz spotted a chap in the audience and said, "Ladies and gentlemen, we are flattered today by the presence of one of the greatest radio columnists in the country—Alton Cook of the World-Telegram"....Cook got up and took a bow. Then Holtz was frantically informed of another radio scribe in the audience, so he went into a similar introduction, flavoring this one more than the other—and ended by saying "he is one of my best friends besides my favorite writer. I want you to meet Dinty MOORE of the Journal-American." He continued referring to the fellow as MOORE several times—until Husing tipped him off that the man's name was DOYLE....Lou then said that he had confused his Dintys.**

● ● ● *Years ago, a small, red-headed chap watched on the set of "Covered Wagon" and was so interested that the star, Lois Wilson, singled him out and asked his name. It was Ted Kimball, a grandson of Brigham Young. Miss Wilson laid a maternal hand upon his head and said: "If you really enjoy acting, work hard and someday you'll be a success"....Two weeks ago Monday, that same red-headed chap, grown up and now program director at KDYL, Salt Lake City, interviewed a young lady—who answered to the name of Lois Wilson.*

● ● ● **Going through the CBS artists bureau the other day we noticed lying around large promotion books on Andre Kostelanetz, Barry Wood, Howard Phillips, Mark Warnow, Gertrude Niesen, Leith Stevens and others—which are from the pen and brush of Gertrude Lanza, who is especially employed there, to make up these single books so that salesmen, at a flip of the page, show a prospective sponsor what the talent has done in the past, public and press reaction, etc.....Some of her work is really amazing.**

● ● ● *In order to satisfy listeners' curiosity as to whether tobacco auctioneers really use the sing-song chant employed on Lucky Strike shows, WCKY, Cincinnati, last week interviewed Colonel R. G. Kinman, auctioneer of 20 years' experience....Elmer Baughman, staff announcer, got Kinman to tell the reason for the chant and what it means....Why, Elmer?*

● ● ● **At one of his famous rehearsal-sessions, Toscanini is supposed to have had a fit of temperament and decided to take it out on one of his fiddlers....Poor fiddler was fired. He placed his fiddle into the case, removed the strings on the bow, locked the case and walked to the studio exit. While this was going on, there was a stillness which was broken only by the discharged one's remark at the door. He said, "Nuts to you!" ....The maestro turned around at this outburst and replied: "Don't bother apologizing! My mind's made up."**

● ● ● *Major Bowes purchased an estate at Rumson Bluffs, N. J., to replace the Westchester home which was destroyed by fire last November....A bow to Duncan Moore, interviewer on "The People's Business" via WJR, Detroit....A broken-legged kid, who never had a letter in his life, averages half a sack of mail per day—because Duncan made mention of the oversight when he aired one of his shows from the hospital. Even a famous cartoonist took Moore's suggestion—and mailed the kid three original sketches.*

Malone Pinch Hits

Ted Malone of Mutual will bat for "Voice of Experience" (M. Sayle Taylor) for a short series of broadcasts on WMCA and WHN, due to the death of Taylor's father out of town.

Rose Marie Gets Spot

Rose Marie returns to NBC with two shots weekly starting Monday. She will be heard Mondays and Wednesdays at 7:30-7:45 p.m. over NBC-Blue.

GUEST-ING

IDA LUPINO, on Feg Murray-Ozzie Nelson program, March 20 (NBC-Blue, 7:30 p.m.). BORIS KARLOFF and BELA LUGOSI, same program, March 13.

JUDITH ALLEN, interviewed by David Lowe, March 12 (WNEW, 7 p.m.).

ROBERT GARLAND, interviewed by Vivian Shirley, March 16 (WNEW, 2:30 p.m.).

NORMAN CORWIN, poetry reader and commentator, on "Magic Key of RCA", March 13 (NBC-Blue, 2 p.m.).

BOSTON

For the first time in the history of WCOP, a full-hour show between the hours of seven to eight has been sold. Community Opticians, who sponsored the show on a test basis, took up the option after the first week and the program is set for a long run. Mail pull of more than 700 letters in the first week decided the issue.

Ed Herlihy, former WEEI announcer and now with NBC in New York, back in the hometown visiting for a few days and seeing the old gang at WEEI.

Two additional staff announcers added to WCOP recently in Russ Offhouse, formerly with WFEA in Manchester, N. H., and Art Hall, from WORC, Worcester.

Elizabeth Hart of the "Women of Tomorrow" program has been secured through the WORL Artists Bureau to conduct the I. J. Fox Fashion Show today over WBZ and WBZA.

The newly formed WCOP Artists Bureau is now functioning 100 per cent. Nona Kane, formerly connected with the Shubert Productions, heads the new department.

From boxing ring to bartender to radio star is the history of Joe Quinn, now appearing on WCOP. Quinn, formerly one of the best welterweights in the business, became a bartender after repeal. One of the station staff heard him sing while at work.

Carter Coal Renews on WJR

Detroit—Carter Coal Co. has renewed "Hermit's Cave" for an additional four weeks after a 26-week Winter run on WJR through Ralph H. Jones Agency. Show is a mystery thriller at 10:30 Sunday night. Scripts by Geraldine Elliott; produced by Charles Penman. Sponsor put on listener test by offering pictures of cast and received 36,490 requests on two announcements. Client has asked option on renewing show at beginning Fall fuel season.

"Lights Out" Rebroadcast

Chicago—"Lights Out," Arch Oboler's horror series, will be rebroadcast for coast listeners starting March 13 at 10:30 PST. Regular airing is at 12:30 a.m. Eastern time. Boris Karloff starts series of five guest shots at that time.

PROGRAM REVIEWS

"CONTINENTAL MELODIES"

V. La Rosa & Sons (Macaroni)
WOR, Mondays, 8-8:30 p.m.
Commercial Radio Service

VERY ENJOYABLE MUSICAL PROGRAM WITH EXCELLENCE IN BOTH VOCAL AND ORCHESTRAL ENDS.

Featuring Carlo Morelli, leading baritone of the Metropolitan Opera Co., with orchestra and chorus under the baton of Alfredo Antonini, this new series made an excellent start Wednesday night. Featuring Italian airs, with the objective of reaching the Italian market, the initial program showed good selection as well as pleasing rendition.

Morelli, who has starred at La Scala in Milan with Toscanini and also appeared in other continental music centers, has a genuinely fine voice. He was not called upon to do too much on the opening show, possibly out of respect to his current Metropolitan commitments, but it's a safe bet that listeners would welcome a good deal more of his singing. His introductory number, Tirindelli's "O Primavera", and the Figaro song from the "Barber of Seville" were his highlight offerings, both scoring.

Antonini's handling of the orchestra, which numbers 16 pieces, and the mixed chorus of similar size was thoroughly effective. Tempo and volume held to an even, graceful pattern, which many listeners welcome as an aid to evening relaxation. The light and the more classic type of musical numbers were nicely mixed.

Monroe Chemical Series

Chicago — Monroe Chemical Co. launches new half hour dramatic series titled "Crossroads" in interest of Bath-O-Bloom on WMAQ from 2:30 to 3 next Sunday. Anne Seymour, star of "Mary Marlin," will be headliner, with support from Raymond Johnson, Isabelle Randolph, Phil Lord, Michael Romano and Frankie Pacelli. Phil Stewart is announcer. Stack-Goble has the account, with Radio Director Wyn Orr to handle it. Each broadcast will be a complete play picturing a woman "at the cross roads of destiny." Mildred Hark wrote the first play.

Bob Seal's First Year

Columbus—Bob Seal, WCOL program director and Inquiring Reporter, is celebrating his first year of daily noon broadcasts on the local main stem. His broadcast is one of the few that has received a commendation from the Board of Education. For the subject matter of his questions, Seal uses only clippings from local newspapers, and no gags or trick questions.

Modernizes KTHS Transmitter

Hot Springs, Ark.—J. C. Norman, KTHS chief engineer, has just completed new high power rectifier and complete modernization of station's 10,000-watt transmitter.

ORCHESTRAS - MUSIC

By TED LLOYD

VINCENT LOPEZ, now appearing with his "Suave Swing" orchestra at the Royal Palms Club in Miami, is shopping for a site in the Fifties on which to open a night club of his own. The club, called the Casa Lopez, will open next Fall. It will be decorated to suggest the World's Fair and will have special attractions for World's Fair visitors. Lopez' last night club ventures were the Woodmansten and Pelham Heath Inns, which he operated simultaneously. He sold them in the summer of 1930, hearkening to the pleas of the St. Regis Hotel management to sign for five years with that hotel.

Griff Williams has arrived in Chicago preparatory to opening at Edgewater Beach Hotel on March 19.

Maxine Gray of Hal Kemp's crew, laid up in Passavant Hospital in Chicago with fractured vertebra, result of train wreck recently, now has caught the measles. Bruce Milligan and Gene Walsh, who also were in hospital, now back at work. Kemp has just got extension at Drake Hotel to April 14.

Joe (Doc) Rudolph, musical director for Gene Dyer's stations WGES, WCBD and WSBS, is back on WCBD with his Pianologes after an absence of three months.

Marion Holmes, Art Kassel's new gal singer, is a protege of Ben Kanter, musical director of WJJD. She has been on station's staff.

Fritz Wolf, NBC violinist, has turned out a new tune he calls "Nancita" which he will introduce on the NBC "Night Club."

Van Epps, guitarist, has been added to Oscar Bradley's ork. Bradley also has taken on another arranger, Neil Alderman.

Ernie Holst's orchestra will have two NBC programs, two CBS broadcasts, and six spots each week via WLW-WMCA from the Netherland Plaza in Cincinnati. Holst begins his broadcasting schedule Saturday at 11:30 p.m., with a WEAF-NBC broadcast.

Gene Krupa, who recently quit his drumming chores for Benny Goodman to head his own swing aggregation, has retained Arthur T. Michaud as his personal manager. Michaud is also personal manager for Tommy Dorsey and Bunny Berigan. The band is in the process of organization.

One of the younger radio bands celebrates its third anniversary on March 26. It's Zinn Arthur, who has been airing his Maraccas Swing Music over WHN-WLW and WNEW.

While Larry Clinton is playing a college dance, Fats Waller will substitute for him on the RCA-Victor show this Saturday over NBC-Blue network at 8. Clinton returns the following Saturday with his usual swing session plus guest stars.

15-Min. Revue of New Shows

Syracuse—WFBL, with seven new live-talent shows taking to the airwaves within the past several weeks, will parade the programs in a special show Sunday evening at 8:30 o'clock.

Themes, special features and mention of regular broadcasting schedule for the programs will make up the half-hour show.

The programs, all scheduled to be fixtures on the WFBL program sheet, are "This and That"; "Top of the Morning"; "Memory Lane," featuring Jack Curren; "Gypsiana"; "Jack Buckland's Serenade"; "Don Alonzo and his Gauchos" and the "Swing Matinee."

David Auditioning Show

Benjamin David of the Lou Irwin agency has arrived from the coast for the purpose of auditioning a recording of a half-hour program featuring John Boles, Ethel Merman, David Broekman's orchestra and three comedians—Eddie Conrad, Pat Flick and Lew Hearn.

Coming Events

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

Dental Ass'n on WICC

Bridgeport—A new series in the interests of the Connecticut Dental Ass'n, produced in the studios of WTIC, Hartford, will be heard over WICC on the second Saturday of each month, starting tomorrow. "College Life and Dental Interludes" will be the subject, with a prize contest on the question "What's to be gained by brushing the teeth".

Signed for Serial

Los Angeles — The new dramatic serial for Pepsodent, "Career Woman", scheduled to bow over NBC Pacific Coast Red on March 21, will have Anne Stone and Wally Maher as the romantic leads, and Cliff Arquette for comedy relief. Author is Ted Sherdeman.

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STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

Most Modern U. S. Station Is Aim of CBS' New KNX

Los Angeles—KNX, Hollywood key station of the Columbia Network, on its completion will be the most modern radio station in the United States, according to Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations.

"Many stations have added new transmitters, or new equipment or new studios", says Thornburgh, "but KNX is the only high powered station in the country that is completely new from the tip of its 490-foot transmitter tower to the copper mat embedded beneath its new studio and office buildings."

The William Simpson Construction Co. was awarded the contract for erection of the new KNX transmitter building and work is under way. About one-sixth of the total cost of the completed transmitting plant ($300,000) will be expended for the building.

The transmitter site consists of 37 acres at 190th Street and Hawthorne Boulevard in the El Nido section of Los Angeles, about three miles from Redondo Beach. On this tract will rise a 490-foot guyed-type vertical radiator as well as a modernistic building to house equipment of the latest design.

The Columbia Square studio structure on Sunset Boulevard between El Centro and Gower Streets, is built in sections, each complete building of reinforced concrete and steel being braced to withstand lateral shocks of greater intensity than any ever recorded.

"Work is proceeding on both structures with the utmost speed", Thornburgh stated, "and the transmitter will be completed as soon after the new studios as possible. As transmitter construction progresses we will award contracts for the remainder of the work.

"We hope to have Columbia Square studios in operation in April and the transmitter by autumn."

WOAI Signal Tests

San Antonio—An engineering field study to determine the increased signal of WOAI as a result of the station's new 425-foot vertical radiator has been completed.

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NEW PATENTS
Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,110,159—Antenna System. Vernon D. Landon, Collingswood, N. J., and John D. Reid, Ardmore, Pa., assignors to RCA.

2,110,172—Method and Means for Reproducing Optical Images at a Distance. Edward D. Phinney, assignor to RCA.

2,110,179—Variable Condenser. Arthur Schmidt, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,245 — Deflecting Circuit. Arthur C. Stocker, Haddon Heights, N. J., assignor to RCA.

2,110,448—Oscillator. Ernest G. Linder, Surf City, N. J., assignor to RCA.

2,110,449—Magnetron Modulator. Ernest G. Linder, Philadelphia, Pa., assignor to RCA.

2,110,553—Electron Tube. Max Knoll, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,110,564—Electron Discharge Device. Irving Wolff, Merchantsville, N. J., assignor to RCA.

2,110,584—Radio Receiving Apparatus. Leslie Ernest Thompson, London, England, assignor, by mesne assignments, to the Union Switch & Signal Co.

2,110,664 — Modulation Circuit. Daniel E. Harnett, Tuckahoe, N. Y., assignor to Hazeltine Corp.

2,110,669—Electron Optical Device. Helmut Johannson, Berlin-Charlottenburg, Germany, assignor to General Electric Co.

2,110,715—Antenna System. John A. Pool, Merchantsville, N. J., assignor to RCA.

2,110,761 — Automatic Volume Control for Radio Receiving Apparatus. Harry Diamond and Francis W. Dunmore, Washington. D. C., assignors to the Government of the United States, represented by the Secretary of Commerce.

WTAM Transmitter Gets Two New Improvements

Cleveland—Two of the most recent developments in radio transmission have been installed in WTAM's transmitter at Brecksville and have completely modernized the station's equipment according to S. E. Leonard, engineer-in-charge. Cost was approximately $8,000.00.

Most important was the installation of a "reversed feedback" system which reduces possible distortion to a minimum and in some cases eliminates as much as 70 per cent of the audio - harmonic distortion heard over stations not equipped with the system, Mr. Leonard said. WTAM is the third NBC station to be so equipped, WEAF and WJZ being the only others. Lester Loony, NBC engineer in the audio facilities department, came here from New York to make the installation.

Second new improvement is the installation of a compressor modifier to improve program quality and keep constant levels of transmission.

WGN Short Wave Truck

Chicago—WGN is planning to build a mobile transmitter unit on truck for shortwave broadcasting. Carl Meyers, chief engineer, outlining specifications now.

Remodel Control Room

Rochester, N. Y.—Control room at WHAM has been enlarged in new improvements including installation of transcription tables and recording apparatus. Lighting facilities have been modernized.

Pianos, Screen Doors, Aid In Various Voice Effects

Pianos, cabinets, screen doors, filter mikes, echo chambers, loudspeakers and special microphone arrangements, are among the instruments used by CBS in producing unusual sound effects. Unique effect, suggesting untold distance in point of both time and space, is achieved by speaking directly into the strings and sounding board of a piano, the pedals depressed by a weight, and mike placed directly within the instrument. Echo chamber is used to suggest anything from a statesman addressing Congress to explorers hailing each other from different points in a great cavern. Latter effect may also be obtained by having actor's voice picked up by second mike as well as one through which he is working, the second device leading to loudspeaker in auxiliary studio where still a third microphone picks up loudspeaker sounds and feeds them back to the mixing panel in control room of main studio. Slight time lag from loudspeaker to mike provides echo quality. If sound-effects man walks past screen door, to which special mike is attached, accompanying footsteps for cavern voices are provided, the reverberation aided by screen which acts as diaphragm.

New Auto Aerial

Detroit — New auto aerial, which conceals itself when not in use below small button on cowl, has been announced by Pioneer Specialty Company. Job is known as the "Col-Mar Operative Aerial." Touch on the instrument panel button raises or lowers aerial, which may be stopped at any desired position.

KTMS Gives Aid to KFSD During California Flood

Santa Barbara—KTMS, Santa Barbara, Cal., intended primarily to give radio facilities to the tri-county area, extended its services to a wider range the other day in providing network programs for KFSD, San Diego. When flood conditions halted inflow of NBC-Blue network broadcasts to the southern station, KFSD requested permission to rebroadcast the programs emanating from KTMS. The arrangement was approved, and its successful operation gave a new illustration of the carrying power of the local station. Meanwhile KTMS carried on with its network programs through the resourcefulness of telephone and telegraph companies, adept in solving difficulties arising during the storm.

Normally, KTMS national programs travel over wire from all parts of the U. S. to Los Angeles, and from there by wire to KTMS in Santa Barbara. On the occasion in question, there was hooked up an emergency service from San Francisco to Ventura to Santa Barbara. The national programs came from the east through San Francisco instead of Los Angeles.

Writes for "Electronics"

Salt Lake City—February issue of "Electronics" contains an article by Willice E. Groves, KSL staff engineer, on "Protection of the High Voltage Plate Ammeter." Article explains how "overloads in broadcast transmitters may be by-passed around the plate meter by an ingenious fuse mechanism."

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Chicago

RAY JONES, secretary of American Federation of Radio Artists, back from New York and went on to St. Louis on AFRA business.

Truman Bradley, Ford Sunday Evening announcer, goes to New York after his Detroit broadcast on business.

Janice Porter, who sings from Edgewater Beach Hotel on CBS, is home from her honeymoon with Homer Lange.

Dan Sutter, head man of Campbell Cereal "Jack Westway Under the Sea" series, operated on for appendicitis. It's a transcribed series and show has been waxed several weeks in advance.

Marge Kerr, formerly vice-president of Tom Fizdale Inc. here has resigned. Al Williamson supplanted her. Miss Kerr, who is wife of Phil Davis, WLW ork leader, is convalescing.

Nelson Brothers Warehouses which already has shows on seven stations, is adding Jack Kelly's orchestra and Oldtime Minstrels at 5:45 daily on WCFL. Account also switching from Selviair agency to George H. Hartman's, where Tom Kivlan is handling the account.

WOKO-WABY, Albany

Billy Rose, WOKO announcer, composed a new tune, "Blue Rain", which the studio orchestra used early this week, with Rose vocalizing.

Franciscan Friars, heard over CBS on the "Chorus Quest", evoked so many mail and phone plaudits that WOKO is trying to line them up for repeat performances during Lent.

Socony-Vacuum program will feature sports on its Friday and Saturday etherizing in the future. Wilbur Morrison, regular daily announcer, will use Grenfell Rand for five minute reviews on the week-end programs.

KDKA, Pittsburgh

"Silhouettes of the West" is the title of a new series starting Sunday at 6:15 p.m. It will also be heard Wednesdays at 8:45. Doyle White of Arkansas and Roy Starkey of Texas will tell true facts of the plains.

Dot and Pat, song and patter team, will have a new spot on NBC-Blue network at 3:15 p.m. Saturdays starting March 26. They also are heard at 2:30 p.m. Thursdays.

Slavonic Tamburitza Orchestra, consisting of 14 Duquesne University boys, will be heard coast-to-coast over NBC-Blue on March 26 at 3 p.m.

Brinckerhoff Acquires Rights

E. V. Brinckerhoff announces that his company has acquired all radio rights to one of the season's best selling biographies — "Andrew Jackson, the Border Captain, and Andrew Jackson, Portrait of a President," by Marquis James.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

K. K. HACKATHORN

K. K. HACKATHORN recently assumed duties as sales manager of the United Broadcasting Company's Cleveland stations, WHK and WCLE. During the past 12 years, Hackathorn has been affiliated with the classified advertising department of the Cleveland Plain Dealer, and has managed that branch of the paper since 1934. Through this newspaper work he is well known to Clevelanders.



Well known in Cleveland ad circles. . . .

Hackathorn was graduated from Cornell University with a B. A. degree. Before he joined the staff of the Plain Dealer he operated an electrical store in Lakewood, Ohio, where he has lived for the past 29 years.

The new official of the WHK-WCLE staff is a member of the Cleveland Athletic Club, Cornell Club and Sigma Pi Fraternity. He is 37 years of age.

Value of Cultural Broadcasts Discounted by Alistair Cooke

Popular education by radio has not been advanced one iota by an increase in the number of so-called cultural broadcasts, "for these are as much social souvenirs as cultural events," declares Alistair Cooke, NBC "Critic On Broadway," who is heard Saturdays at 7:30 p.m. over NBC-Red Network.

"Although individuals may prize them for themselves, for the music, the poetry—the most of any audience is enjoying a social experience, perhaps, and also a socialite experience. This does no harm, so long as we do not mix the event and its reception. I think it was Fritz Kreisler who said: 'For every person who comes to my concerts to listen to the music, a hundred come to rest, to feel at ease with their equals, to day-dream pleasantly with my music for stimulant. They come for all sorts of personal reasons of emotion and psychology which are irrelevant to the music-maker and the music.'

"This is the first preconception. It is one which we have all made, which educational broadcasting the world over has congratulated itself on making.

"The next is equally universal. It's an error of logic which consists in saying right away: 'Professional educators plus a microphone equals educational radio.' But the first thing for anybody using radio is to know the great medium of radio—the medium which shocks silence into meaning and makes your mind work through signals from the ears.

"If I were forming a station panel to work out a schedule and a program for educational radio, I would begin with a man who knew the technical side of sound recording; then add a director of radio plays; add one psychologist who has special knowledge about the effect on the memory and the imagination of hearing defects. Then call in your educator to supply the raw material. Out of that collection you might develop a style of program—several styles of program which could authentically be called educational radio. But we shall not have started to think about educational radio until we have considered a way of making the history, the geography, the social life, the songs of this country come alive over the radio first as aural sensations.

"Once we have some notion of how education can best be broadcast, as distinct from being expounded in a classroom, we can go on to choose our material.

"Educational radio in this country can already go under its own steam. It can take its cue from Jerry Belcher and the Town Meeting of the Air and be first and best about America. It can in one generation, if it wants, destroy the lingering provincialism that culture comes from Europe.

"The best work now being done in American writing and painting and theater and movies is being done by men who have no cultural axe to grind—by men who are scrutinizing the American landscape and listening to American sounds, and recording the rhythm of American voices. In its rough, bubbling, babbling way the radio is doing the same thing. It got off to a fresh start. It got off to an American start, unhampered by polite traditions. A lot of it may be crass and dull, but that should not deter the educators. The day Americans stop experimenting, there will be no meaning or life any more in American civilization."



If you are in Radio and do not have a copy of Radio Annual you are holding out on yourself.

★

OMAHA

Howard Peterson, sales promotion manager at WOW, has been named instructor in broadcasting course at Omaha University. It's an evening job.

Billy Meyers is the new emcee on the Metz Hour over WAAW. 10-piece union orchestra replaced a non-union group on the show.

Lyle DeMoss has assumed duties as member of WOW's local production staff. He was formerly program director for KFAB, Lincoln, for 10 years.

WSPD, Toledo

Locally-produced dramatic series, "The Great Masters Come to Life", will be heard each Thursday evening at 10. Scripts by Arthur Lithgow, dramatize incidents in the lives of artists whose paintings are hung in the Toledo Museum of Art. Jules Blair will direct the series.

Elaine Wolfe, who has the "Women in the News" broadcast, has laryngitis, and Judy Tom is filling in for her.

E. Y. Flanigan, commercial manager, is suffering from a throat ailment at his home.

Mr. and Mrs. Harold Ryan (he's a WSPD executive) have left for Florida, where Mr. and Mrs. Merrill Pheatt are also sojourning.

KTHS, Hot Springs, Ark.

Station has opened business offices in Little Rock under J. P. Smith, manager. Now looking for local studio space to pipe Little Rock programs into Hot Springs transmitter, largest in Ark. Studio opening planned for April.

KTHS and KCMC, Texarkana, arranging "wireless" combination for rebroadcast of 10,000-watt Hot Springs station in Texarkana area on sustaining and selected commercial shows.

Portable transcription recording outfit is working overtime catching prominent Hot Springs visitors during height of season.

Governor Bailey of Ark., opening special legislative session, took full hour on KTHS yesterday, broadcasting direct from state capitol in Little Rock.

KTHS is set to originate part of coast-to-coast NBC broadcast on Easter Sunday, in the feature scheduled by National Parks Service.

ONE MINUTE INTERVIEW

MORTON DOWNEY

"New songs of fine calibre are continually being turned out by Tin Pan Alley, but it seems to me a radio program of popular songs is not complete without the inclusion of a tune of old vintage. Songs of yesteryear arouse a nostalgic feeling in listeners which can't be duplicated by new songs, that is, until they become old. Former hits often are associated in the minds of listeners with fond memories and bring a definite emotional reaction."

☆ Coast-to-Coast ☆

BEVERLY REID, Boston ballad singer, has been added to the cast of Alan Kent's noonday show on WNEW. Miss Reid was at WLW for a while last season.

Alice Cornett, "Little Miss Swing," who is featured in the Coca Cola program, heard on Fridays over CBS, will be the guest of honor this Sunday evening at a Gala Radio Party which Leon and Eddie will tender to her at their popular rendezvous.

Dedicated to the great American institution—The Income Tax—WIP of Philadelphia will shoot through the air-lanes its own "Income Tax Revue," starring Clarence Fuhrman and his Income Tax Orchestra. The theme for the occasion will be "Plenty of Money and You," and the hour will highlight such monetarily-titled ditties as "Brother, Can You Spare a Dime," "Pennies from Heaven," "A Million Dollar Baby" and "I Can't Give You Anything But Love." The day is next Tuesday, the time 12 noon.

A radio adaptation of Pearl S. Buck's most recent novel, "This Proud Heart," will be broadcast at 3:30-9 p.m. tomorrow, over the NBC-Blue network. The dramatization will be the work of Welbourn Kelley, member of the NBC Script Division who also prepared last week's broadcast of Hervey Allen's latest adventure novel, "Action at Aquila."

The contribution of radio and the motion pictures to the cultural life of American children will be discussed over WQXR by Mrs. Dorothy L. McFadden, founder and director of Junior Programs, Inc., a non-commercial organization devoted to fostering better entertainment for children, tomorrow at 5:30-5:45 p.m. Mrs. McFadden will discuss "Audiences of Tomorrow," summarizing the findings of a two day panel discussion on that subject at Columbia University in cooperation with the Parents' League, Child Study Association of America, National Recreation Association and Association for Arts in Childhood.

Lawson Zerbe, the youthful radio actor featured in "David Harum," "Dick Tracy" and other air shows, also is portraying leading roles in "The Idea Exchange," a new program heard on Saturday at 8:30 p.m. over WHN. This air feature is written and produced by Howard Merrill and Arthur Daly.

Lyn Murray will soon begin to present weekly guest stars on his Sunday night CBS "Musical Gazette" programs. These guest stars will not be radio performers, but local newspapermen and women.

John Jaeger, "The Travel Man", is being heard at a new time, 3:35 p.m., over WNEW, Tuesday through Friday.

EVEN though the stunt was executed at precious cost to harassed engineers, the palm for one of the season's choicest "gags" goes to Matt McEniry, ace announcer at KLZ. Midway through an ad-lib remote show from a downtown Denver theater, Les Waterman, control room operator, was startled to hear two voices speaking in duplicate. In a flash, Maurie Thelen, the remote engineer, was on the line, with Waterman shrieking: "Hey! What's the reason for that awful feedback?" In something of a dither himself, Thelen explained that all loud speakers were cut, hence no reason for trouble. Just as the baffled engineers were verging on complete nervous collapse, McEniry solved the problem by introducing the "feedback" to the audience. As a guest—and unknown to anyone—the show was featuring Ed Albany, Colorado's contribution to the realm of "double talk."

The Bigelow Twins, long on the sustainer list at WELI, New Haven, now have a daily commercial for A. M. Heberger Inc., real estate firm.

Graham McNamee celebrates 15 years of broadcasting when Nehi's "Royal Crown Revue" opens tonight at 9 over NBC-Blue network.

Joey Nash is now being heard twice weekly on the Allen Prescott "Wife-saver" series over WOR. John Leal, Harry Silvern, and "Michel" are the guests currently heard on the three other weekly transcriptions.

Funny aftermath of edict by WJR's Leo Fitzpatrick against swinging the old heart songs and pulling the plug on Tommy Dorsey's network show early Wednesday morning. Fitz attended Rotary at noon, enduring jibes from fellow members who had read the Detroit News front-page story on Dorsey incident. Mixed chorus came out to entertain. What did they swing? You guessed it—"Loch Lomond."

The Dixie Darlings who appear in "Evening Harmonies" over WBIG, Greensboro, N. C., are a quintet including Margaret Banks, director-piano; Dot Livengood, violin; Maureen Moore, cello, and Gwendoyn Farrell and Peggy Gordon, vocalists.

WTOL, Toledo

Karl Kessler, announcer and publicity manager, has resigned.

Mildred Gerbie has been named traffic manager, assuming some of the duties previously handled by Sue Blanchard of program department.

Mack and Dean Bentley, at one time of KDKA, have been added to the staff. They are known as the "Harmony Boys".

PHILADELPHIA

Bill Dyer and Taylor Grant, together with Bob Elmer as spotter, will broadcast the play by play description of the Phillies ball game, over WCAU.

Stoney McLinn, director of WIP sport broadcasts, will lead his "Hot Stove League" discussions from Penn Athletic Club.

Bill Lang returns to KYW with his newscast on a weekly spot.

Tom Livezey now heads WPEN "Night Club of the Air," with Joe Dillon switching to "Breakfast Express."

The "Band Wagon" program over WIP is now featuring the songs of Joan Arlen and Pat Purcell.

Barbara Thorne returns to WCAU shortly after a successful appearance with the Portland Symphony Orchestra.

George Sutherland is the newest addition to the WIP announcing staff.

Dr. Leon Levy, president of WCAU and a member of the Cabinet of the United Campaign, has been placed in charge of the campaign activities of all radio stations and motion picture theaters.

Kaye Allen and Peggy Fox are now being heard in "Melody in Rhythm" over KYW.

Jean Shaw takes over the 11 o'clock spots on WCAU vacated by Whispering Jack Smith.

Walton Newton, newest WIP announcer, just revealed his marriage last week to Ramona Mitchell of Texas.

James Allan, WIP program director, celebrates a birthday Tuesday, and Tony DeSimone of Clarence Furman's band will be a year older March 19.

"Music for Moderns" returns to NBC-Red network via KYW, featuring the songs of Carlotta Dale, Bon-Bon and comments by Gulliver.

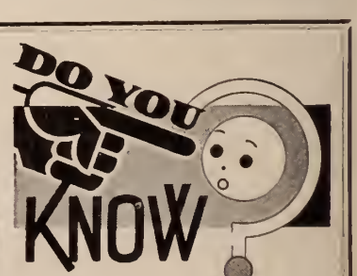
Don Bovay, WCAU singer, leaves town for a two-week vacation.

George Hogan's boner of the week was his announcement of the tune "One Big Union for Two" as "One Big Onion for Two," over WCAU.

Mills Spooner and Charley Sansome have teamed up for a new show over WFIL called "Console and Keyboard."

Horace Feyhl, production chief at WCAU, was cited for his rescue efforts when he assisted in saving two men when their car plunged into the river.

Mackay Swan, WFIL's singing sensation, will shortly be heard over the station in a program of his own.



Tax on radio sets in Russia is unofficially reported as ranging from $2.50 to $15.14 annually.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 50 NEW YORK, N. Y., MONDAY, MARCH 14, 1938 FIVE CENTS

No Tax This Session

3 MEMBERS AT $9,000 FOR PROPOSED BOARD

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY

Washington — Salaries of $9,000 a year each are specified for the three members of the review board in the radio bill being prepared by Senator Clyde L. Herring for introduction in the upper house probably this week. Final draft of the measure is now being completed.

Herring, who insists the bill does not call for censorship but merely for a review board to whom broad-

(*Continued on Page 2*)

Arkansas Special Session Aired on State Network

Memphis — Five Arkansas stations and WREC here combined to broadcast opening of the Arkansas legislature's special session March 10 over an "Arkansas network." Stations in-

(*Continued on Page 6*)

WHBF Resumes Schedule After Transmitter Fire

Rock Island, Ill.—WHBF was back on the air over the week-end after a fire last Wednesday night in the Harms Hotel had destroyed the station's transmitter house and equipment located on the hotel roof. Temporary plant was set up, with

(*Continued on Page 3*)

Camel Adds 5 Stations

R. J. Reynolds, sponsor of the Camel programs, will add five stations to station list of the Eddie Cantor and the Benny Goodman series beginning March 28. Stations are WHIO, WHEC, WORC, WPG and WNAX. Cantor airing begins on that date, at 7:30-8 p.m.

Free Improvement

Chicago—A. D. Scott, production director at NBC studios here, recently bought himself a lot in Los Angeles.

His wife, who is now visiting on the west coast, notified Scott last week that the property now has a nice little river flowing through it.

CHEVROLET DISK SERIES IS RENEWED THROUGH MAY

Chevrolet Motors has renewed its WBS "Musical Moments" transcriptions on 360 stations through the week of May 30. Station list remains approximately the same as for previous series.

Quarter-hour disks continue to feature Victor Arden's orchestra, the

(*Continued on Page 6*)

Snyder in Radio Post At J. Stirling Getchell

C. A. Snyder has been appointed radio director of J. Stirling Getchell Inc., succeeding George Allen, who

(*Continued on Page 6*)

WALA Switching to NBC

WALA, Mobile, will switch from CBS to NBC on June 1, becoming a member of the southern group available to both Red and Blue networks. Station is owned by W. O. Pape.

WWL, New Orleans, which goes to 50,000 watts in July, will serve CBS in the Mobile area.

McFarlane Proposal for Levy on Gross is Rejected—Situation Requires Considerable Time for Study

Washington Bureau, RADIO DAILY

Washington — Further indication that there is little likelihood of a radio station tax, based either on wattage or on gross receipts, being put through at this session of Congress was given last week when the House, by a vote of 60 to 30, rejected the McFarlane Amendment providing for a 10 per cent tax on gross.

Representative Thompson of Illinois, who stymied the McFarlane pro-

(*Continued on Page 3*)

MORE TELEVISION PARTS MADE AVAILABLE BY RCA

Camden, N. J. — Further carrying out its policy of encouraging amateur interest in television and cooperating with experimenters in that field, RCA has made available certain additional specialized television parts for use by experimenters within ra-

(*Continued on Page 2*)

Second Anti-Ascap Bill Is Introduced at Albany

Albany — Senator J. A. Esquirol (Dem., Brooklyn) has introduced in the Senate the same measure to amend the business law, in relation to copyrighted vocal or instrumental compositions, as was introduced last week in the Assembly by Assemblyman Piper of Buffalo. Bill is somewhat along the lines of the Florida anti-Ascap measure, but somewhat modified.

Allis-Chalmers Adds

Four stations (KGIR, KGHL, KIDO, KSEI) have been added to the Allis-Chalmers network program, "Family Party," which began on the NBC-Blue yesterday, 10:30-11 p.m. Network now totals 31 stations. Bert S. Gittins, Milwaukee, is the agency.

PEPSODENT CO. RENEWS MICKEY MOUSE PROGRAM

Chicago — Pepsodent Co. has renewed the Walt Disney "Mickey Mouse" program for 26 weeks on NBC-Red network at 5:30 p.m. Sundays, effective March 27. Present series will be interrupted after seven weeks, May 15, for a summer vacation. Lord & Thomas is the agency.

Application for 50 KW. Filed by KRLD, Dallas

Washington Bureau, RADIO DAILY

Washington — KRLD, Dallas, has applied to the FCC for construction permit to change power from 10,000 watts to 50,000 watts, along with installation of new transmitter, directional antenna for day and night use and unlimited hours of operation. Transmitter would be moved from seven miles north of Dallas to one and a half miles south of Garland, Tex.

☆ THE WEEK IN RADIO ☆

. . . FCC Complaint Committee

By M. H. SHAPIRO

FCC Chairman Frank R. McNinch and Commissioners Sykes and Payne have been designated to serve as a committee to entertain informal complaints made by listeners against stations with a view toward promoting better program service . . . Phil G. Loucks, representing the NAB and independent stations not covered in the IRNA plan of settlement with the AFM, had a conference with the AFM Executive Board, which promised that small outlets unable to afford a musician or more would not be bothered . . . NBC which some time ago decided to make optional groups available with either network, provided the stations had no commitments with other accounts on the same web, officially put the plan into effect....

New York state legislators introduced an anti-Ascap bill which appears to be comprehensive in its plan intended to benefit radio, motion

(*Continued on Page 2*)

Air One Out of Ten

Utica—In the past two months every tenth resident of Ilion has broadcast over WIBX. Part of the station's education program is broadcasting from Ilion the voices and instrumental music of school children. One thousand eighteen children have participated. Ilion has less than 10,000 population.

Serious About It

Detroit—Leo Fitzpatrick is real serious about his aversion to "swinging" traditional heart songs. After banning such arrangements on WJR — and having Tommy Dorsey cut off the air for jazzing up "Loch Lomond", Fitzpatrick issued similar orders at WGAR, Cleveland, and KMPC, Beverly Hills.

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Saturday, Mar. 12)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131	130¼	131	+ ¼
CBS A	17	16¾	16¾	— ¼
Crosley Radio	7½	7½	7½	— ⅛
Gen. Electric	37¾	37	37¾	+ ½
North American	18⅛	17¾	18	+ ⅛
RCA Common	6⅛	6	6	.....
RCA First Pfd.	47¾	47¾	47¾	— ¼
Stewart Warner	8⅝	8⅜	8⅝	+ ⅛
Westinghouse	135⅝	135⅝	135⅝	.....
Zenith Radio	14⅛	14	14⅛	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¾	5¾

WOR-Transradio Renew For Three-Year Period

WOR has renewed its contract with Transradio Press Service for a three year period, according to Alfred J. McCosker, president of the Bamberger Broadcasting Service. New contract includes the right of WOR to use the Transradio news in facsimile work which the station has been experimenting with since Feb. 10.

It also provides for increased service to WOR immediately that facsimile licenses are granted by the FCC for regular transmission of a public nature. Outlet plans expansion of its present newscasting schedule to include a number of five-minute spots to be inaugurated within the next few weeks.

WABC Announcers Vote

WABC chapter of AGRAP last week-end voted unanimously to remain independent. Result came as a surprise as CBS was reported in favor of an affiliation with AFRA.



☆ THE WEEK IN RADIO ☆

. . . FCC Complaint Committee

(Continued from Page 1)

picture theaters and other music users . . . Major net business holding up despite recession complaints . . . NBC showing an increase in commercial accounts while CBS starts three new ones this month . . . Mutual for the first time garnered some General Mills biz . . . AAAA appointed its committees in connection with its 21st annual convention starting April 20 at White Sulphur Springs . . . Chicago musicians reported as having lost $150,000 in wages since much local recording work was taken out of town . . . also there is the battle in regard to major networks assessing remote spots $100 a week as service charge . . . Jimmy Petrillo, heading the AFM local in the Windy City, doesn't want the orchestra leaders to dig down and pay themselves. . . .

Nearly two weeks of meetings were held by the Executive Board of the AFM in New York, mostly in regard to the proposed licenses to be issued the transcription and phonograph record manufacturers . . . record men appear to be set while the transcription folk will be on deck again March 24 . . . meantime a sub-committee to be chosen by Pres. Weber will handle business that comes to hand . . . Eugene Thomas was appointed sales manager of WOR . . . Texaco will work out a cooperative summer disk show series with dealers, according to The Buchanan Co., agency handling the account . . . One New York state measure designed to bring radio outlets under the wing of the Public Service Commission and tax them as utilities was scrapped. . . .

General Mills again leads in play-by-play baseball airing for the coming season . . . Brown & Williamson Tobacco Co. will sponsor the Kentucky Derby, time bought through BBD&O . . . WSM has withdrawn its FCC application for a 100-watt outlet and will concentrate on knocking off 500 kw. for WSM . . . large industrial concerns are now keeping tabs on radio commentators, just as they subscribe to clipping bureaus . . . RCA reported as putting out television sets costing $50 or so, but this is really a matter of parts being sold to amateurs assembling the layout themselves . . . WLW going in for facsimile, obtaining equipment from Finch laboratories . . . National Air-mail Week on 748 stations as educational measure via disks and also on major webs.

3 Members at $9,000 For Proposed Board

(Continued from Page 1)

casters may submit scripts voluntarily, believes an "outstanding woman" like Mrs. Franklin D. Roosevelt or Secretary of Labor Frances Perkins should head the board.

Herring also told RADIO DAILY that his original idea of radio station suspension for gross violation would be substituted in the final drafting of the bill by a fine provision. This will be invoked, he said, against "unethical patent medicine and other objectionable radio advertisements" and "smart aleck announcers". He denied that his bill would in any way regulate liquor advertising on the air.

"I am having numerous helpful conversations with prominent radio executives as well as FCC and government officials and the letters approving the principle received from the public have been most heartening", Herring stated. "I really believe the radio industry, when it fully understands the measure, will welcome the money saved through the board of review rather than paying a huge salary for their own 'radio czar'."

Transcribe Austrian Coup

WOR on Friday night took off-the-air-recordings of short wave news programs sent out by Berlin, Prague and Rome radio stations on the Nazi Austria coup and rebroadcast the disks in a quarter-hour show. Press Wireless did the pick-up for WOR. Station intended to repeat the stunt over the week-end.

More Television Parts Made Available by RCA

(Continued from Page 1)

dius of television transmitting stations.

With the new television parts just announced, and other standard parts already available, it is now possible for the amateur experimenter who is equipped with sufficient technical knowledge to assemble his own Kinescope deflecting circuits for use in experimental television receivers. In its announcement, RCA emphasized that placing of these television parts on the market should not be construed in any way as an announcement by RCA of commercial television apparatus for use by the general public. The new parts, as well as two Kinescope television receiving tubes previously announced, are being made available for the convenience of radio amateurs, experimenters, laboratories and schools who have made inquiries for them.

The new parts listed for sale include a deflecting yoke priced at $10; two power transformers, $10 and $12.50; a vertical output reactor, $3; a vertical oscillation transformer, $3; a horizontal oscillation transformer, $3; a horizontal output transformer, $9.50; two power supply capacitors, $5.50 and $11.75, and a power supply reactor. A folder describing these parts and giving wiring diagrams is available from RCA Parts distributors or from the RCA Parts Division here.

WDNC Expands News

Durham, N. C.—In response to demand for news sponsorship, WDNC has instituted an 18-hour news service, using facilities of United Press.

COMING and GOING

ANNE JAMISON, singer, planes east from Hollywood this week for her appearances in New York and other eastern cities.

DON GILMAN, vice-president in charge of NBC west coast operations with headquarters in Hollywood, is in San Francisco for a week or so.

BIRT FISHER, manager of KOMO and KJR, Seattle, was in Los Angeles last week for a lookaround at things in general.

OSCAR BRADLEY, band leader on the Phil Baker program, flies to New York after the March 27 broadcast to prepare for the orchestra's arrival here.

DALE CARNEGIE will make his next two broadcasts from Chicago NBC studios. Between Tuesdays he will lecture in Nebraska, Kansas, Texas and other southwestern states.

J. KELLY SMITH, manager of Radio Sales, has returned to Chicago after a trek to New York.

KENNETH FRY, NBC central division director of special events, left town Friday for Chicago. He has been in town all week.

PAUL RHYMER, script writer of "Vic and Sade," will arrive in New York today.

FRANK SMITH, advertising manager of Gruen Watch Co., and JOHN CLARK, president of Transamerican, are in Hollywood in connection with the debut of the new Warner Bros.-Gruen radio series.

D. W. MAY, district sales manager for General Electric radios, and about 550 dealers of the New York and New Jersey territory sailed Saturday on the Pilsudski on a 14-day cruise to the Caribbean.

PAUL WHITEMAN left for Fort Worth last Saturday to attend the Southwestern Exposition. Will return to New York for his Friday broadcast.

PHIL BAKER and his troupe head back to New York from the coast at the end of the month, with the first broadcast from the East being the one of April 3. GLENHALL TAYLOR, Young & Rubicam producer on the show, will accompany Baker, as will Hal Block of the writing staff.

JANE PICKENS, who was screen-tested by Warner Bros. last week, is making preparations for a trip to Hollywood.

MRS. KEN SISSON to Montreal to spend a week with her husband, director of "Canada 1938."

IGOR GORIN, who stopped off in New York for a few days before continuing his concert tour, leaves today for Phoenix, Arizona, where he will make another personal appearance.

FRED WEBER, general manager of Mutual, entrains for Chicago today. He will remain in the west for most of the week.

FRANK RYAN, general manager of CKLW, Windsor, was in town last Friday.

Earle Ferris Moves

Earle Ferris on Saturday moves his Radio Feature Service Inc. to new quarters in a penthouse atop 10 East 49th St. Increased business is the reason for the move.

Felix Knight Signed for 6

Felix Knight, tenor, who was heard last week on the Leo Reisman show over WEAF, has been signed for six appearances on the same program between now and June 2. His next broadcast will be March 24.

KMMJ

Clay Center, Neb.

The favorite family station

WHBF Resumes Schedule After Transmitter Fire

(Continued from Page 1)

equipment hurriedly obtained from Collins Radio at Cedar Rapids by Ivan Streed, production manager, and J. E. Gray, chief engineer. Hero of the fire was Bill Gallien, WHBF transmitter engineer, who was on duty at time of the fire. He called the fire department and spread the alarm before escaping through the flames.

Equipment was covered by insurance, but there was no protection against loss of time sales. The schedule for Thursday night, when station was silent, had only one 15-minute sustaining period from 5:45 to 11 p.m.

WOC, competing station in Davenport, came to the rescue and offered its facilities for announcements. Maurice Corken, commercial manager, spoke over the station Thursday night.

Dr. Pepper Co. Renews Dixie Network Program

Dallas — Dr. Pepper Co. has renewed, effective March 27, the "Pepper Uppers" program over the Dr. Pepper-Dixie Network for an indefinite period. Show is heard Sundays at 5:30 p.m. CST and has been airing for three years.

Recent changes in talent includes acquisition of Karl Lambertz as musical director, succeeding Alexander Keese. Ludi Maisen ("Sugah") retired following her marriage. Jimmie Jefferies continues as emcee, with Roy Cowan as commercial announcer. Guest stars also are booked.

Agency is Tracy-Locke-Dawson.

"Hotel" Talent Renewed

West Coast Bureau, RADIO DAILY

Los Angeles—Louella Parsons, Ray Paige and Anne Jamison have had option pickups by the Ward Wheelock agency for Campbell, thus silencing rumors to the effect that "Hollywood Hotel" might mute for the summer months. The options on Frances Langford, Jerry Cooper, Ken Murray and Oswald and other members of the cast are not due for renewal for another month. Negotiations are said to be under way to bring Dick Powell back to the program, but such an eventuality probably depends on future Warner air activities.

Extend CBS Stock Options

Washington Bureau, RADIO DAILY

Washington — CBS has filed an amendment with the SEC providing for extension on Class A stock options until March 10, 1939. If any of the 12,420 options now outstanding are not taken up by that date, they will remain indefinitely in the treasury.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

NEW PROGRAMS—IDEAS

WLW "Liars' Club"

A new program makes its debut over WLW, Cincinnati, March 18 with the first broadcast of the "International Liars' Club," to be aired every Friday night at 7:15-7:30.

William E. Green, who claims to be the biggest prevaricator on the WLW staff, will preside as emcee, introducing four or five lies in true radio dramatic style, between musical numbers.

William Stoess, whose prowess at alibis is unequalled (he's a member of the Dog House Club of America Inc.), will wield the baton in front of his horn tooting strayers from the truth. Deon Craddock, blues singer, and the Four Modernaires, novelty male quartet, will do the vocals.

For the first few programs the "International Liars' Club" will be well fortified with whoppers as told by employees of the Nation's Station. Continuity Director Lee House and his staff of writers have concocted prevarications of all sorts.

Cincinnati Kennel No. 1, Dog House Club of America Inc., has offered its finest alibi artists, in case the supply of lies begins to dwindle.

"Crime Quizzer"

Added to the nightly "quizzer" series by WTMJ, The Milwaukee Journal station, is a "Crime Quizzer," which enables Joe Listener to test his powers as a criminologist.

A five-minute playlet is presented which tells a crime story and gives a complete solution. Then typical crime stories are detailed with clues by Warren Meade who emcees the show, and listeners are invited to solve them and compete for prizes. Like other quizzers in WTMJ's nightly series which contain "clues" to help the listener reach a solution, it has the advantage of making close listening necessary.

Parent-Student Forum

New wrinkle in forum discussions has been inaugurated by KTMS, Santa Barbara, Cal., featuring subjects of interest to both high school students and parents. High school group airs its viewpoints first, with parents taking on from there.

"Bend Down, Sister!"

After exercise period for women, presented by Albert Lyneer under title "Bend Down, Sister!" over WIP, Philadelphia, is hailed among first programs of its kind. Lyneer for many years had conducted physical culture classes at Miami Beach, Ocean City, Atlantic City, and other resorts.

Krueger's 2 Regional Shows

Kreuger Brewing, through Young & Rubicam, starts two regional shows within the next 10 days. Sponsor has signed for a twice-weekly dramatized news program on Yankee network, originating from WNAC; while in New York, WJZ has been signed for a three-weekly sport series with Clem McCarthy, starting Friday, 7-7:15 p.m.

Mary Darwin at WHN

Mary Darwin has been added to the staff of the WHN Stock Company. She will appear on Ida Bailey Allen's "Homemakers of the Air," "Hurricane Jones" and "Now You Decide." Before coming to New York, Miss Darwin was engaged in radio work in Denver and appeared on KVOD. She also was a member of the Denver Opera Co.

RCA Symphony Model Set

A new radio receiving set known as the Symphony Model, designed specifically for music lovers in metropolitan areas served by powerful quality stations, has been put out by RCA Victor. New model is purely a "local" receiver.

Gomez in NBC Series

Vicente Gomez, guitarist who was heard in America for the first time a month ago, has been engaged by NBC for a series of his own programs to be heard every Sunday, 2:15 p.m. on NBC-Red network.

No Taxing of Stations Likely This Session

(Continued from Page 1)

posal, and who will soon call subcommittee hearings to discuss the Boylan wattage tax idea, told RADIO DAILY that the question of taxing radio stations and broadcasters "goes into a new field which should be thoroughly studied by the committee charged with raising revenue as well as the committee charged with the regulation of broadcasting." It was on these grounds that Thompson asked the House members to defeat the McFarlane amendment.

FCC Chairman Frank R. McNinch, who conferred with President Roosevelt last week on the Pan-American station program as well as on the tax problem, is understood to favor the principle of a gross income tax of some kind rather than a wattage tax.

Spontaneous Survey

Cleveland—The next time WGAR wishes to make a survey of "Headline News" presented nightly at 11:00 o'clock, Carl George will try to duplicate his performance of the other night.

George had been reading the news for about five minutes when his voice abrupty failed. Instantly the switchboard was abuzz with calls to the extent that service was tied up.

George resumed reading two minutes later when his voice returned as abruptly as it had left.

If You Lived in Kalamazoo

.... where there's only one Radio station in the city... chances are you'd listen to that station (WKZO) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

WKZO's primary coverage, only, includes---- 71,844 population. Secondary coverage 367,187 population.

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

AGENCIES

FRENCH EASON, vice-president of the L. W. Ramsey Co., which handles the Fitch shampoo account, has been in Hollywood for the past week and will remain another week or so to size up the scene there and to prospect for those "interesting neighbors" to be interviewed by Jerry Belcher on his NBC show.

SAVINGTON CRAMPTON, who has been in charge of the William Esty Co. Hollywood office, which ceases functioning with the muting of the Jack Oakie-Camel cigaret program on March 22, is reported to be trekking eastward.

FRANK BEST & CO. INC. has been appointed by Home Style Laundry, Montclair, N. J., to handle its advertising. Spot radio and newspapers will be used.

O'CONNELL & SAMUEL is a newly established agency with offices at 175 State St., Springfield, Mass. Members of the firm are Larry O'Connell, who has been active in the Springfield advertising circles for some time, and Edward J. Samuel, former commercial manager of WMAS in that city.

LOUIS GLASER INC., Boston, has been elected to membership in the American Association of Advertising Agencies.

J. BROOKS EMORY has resigned from Ruthrauff & Ryan Inc., to become director of research of Benton & Bowles Inc. Emory has been with Ruthrauff for the past four years, serving as assistant copy chief to E. J. Grady, agency v.-p.

Schaffner Show Gets Sponsor

Cedar Rapids — Toby and Susie's "Bugtussle News," which has been sustaining it daily over WMT of the Iowa Network, and WCAZ, Carthage, Ill., has just been signatured by Peter Pan Bakers. Program, written and produced by Neil and Caroline Schaffner, was formerly featured on the "National Barn Dance" program for nearly a year. As part of the deal the show will undergo a minor change and will be known as "The Corntussle News." The spot originates in the Cedar Rapids studios of WMT and will be carried by WOW, Omaha; WHBF, Rock Island, Ill., and KMA, Shenandoah. Skit is built around the activity found in a small community weekly newspaper, "The Corntussle News." As a promotional enterprise, the sponsors will publish a small newspaper to be known as the "Corntussle News."

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
						4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Greetings from Radio Daily

March 14

Gene Arnold
Harvey Says
G. Bennett Larson



PETTY CASH VOUCHER *Week ending March 11th*

● ● ● **Saturday.....An attack of aching teeth prompts us to stay home after a drilling visit with Herr Dentist.....Nonetheless, this temporary confinement doesn't prevent our being informed that Norbert Feld, director of WEW's Germania airings, who delights the St. Louis German population with his flawless announcements, wows the staff by the manner he scrambles English.**

● ● ● *Sunday....A drive takes us to the Lester Lee's home and then we encounter Al Shayne. Though we are informed Abe Lyman's anniversary at the Casa Manana will really be something, we decide to pay our respects to a swell guy, Col. Jay C. Flippen, who is being birthday-ed at Leon & Eddie's....A peek into the Famous Door for a once-over litely by Louis Prima.*

● ● ● **Monday.....Around Famous Music, Sidney Kornheiser and Baron Elmo White stand guard as Lou Diamond listens to Gertrude Niesen warble a ditty....Taps shows us a new-fangled bridge table....From WREC, Memphis, word arrives that Jim Sanders, emcee of the Jewel Cowboys, had a Chinese character on his show. A station exec was interested in the identity of the person—and learned he was a fellow who ran an Oriental restaurant around the corner from the studio.**

● ● ● *Tuesday....Lunching in Lindy's, we encounter Barry Wood trying to decipher the talk of Bert "Mad Russian" Gordon who is in conversation with Madame Fifi....WMCA prexy Donald Flamm is all smiles because of the new studios to open next week ....Dinner at the Tavern with Teddy Powell. Later we run into "Himber" who pulls the coat off our back and runs into a theater with it—forcing us to go in also—and view a cowboy picture.*

● ● ● **Wednesday....We push thru the crowds of the CBS Playhouse to see the Cantor broadcast. Besides a packed house there are 88 standees with everyone handled so courteously by Theater Manager Malone, Sammy Shiff and Bob Ferres....Jacques Renard is wearing spats and Vick Knight has on a one-piece combination—coat and pants that match sans dark glasses or suede shoes....The talk that Gloria Swanson tells Deanna Durbin brings kerchiefs from the pockets of the spectators ....To Elsa Maxwell's "Who's Who," where between acts we meet Ben Marden, Billy Rose, Eleanor Holm, Belle Baker and Bee Kalmus; the latter two are anxious to see the repeat Cantor show—so we return to the playhouse. Occupying the box opposite us is Ida Cantor, Block and Sully and a coupla agents. Sid Gary manages to enter late. Eddie introduces Miss Baker and does a solo-show for the audience's benefit only that lasts 45 minutes.**

● ● ● *Thursday....To Gracie Barrie's opening at the Versailles with Jack Robbins and Singer Igor Gorin—who possesses a grand sense of humor besides a glorious voice. Ben Marden is evident here again by his jumping from table to table. Louis Sobol with Paula Stone pause to view Gorin's fur-collared coat—which is also the envy of the doorman....Then to the opening of Fredric Fradlin's Cafe Boheme, where we spot Ray Sinatra and his charming wife among other musicians. Jack Rosenberg, Local 802 prez, enters and members rise to bow. Roger White is also there.*

● ● ● **Friday....WBT, Charlotte, N. C., wires that Mickey Mouse better stay away from that city the week of April 23-30, because that's clean-up week there and the station is co-operating in the drive against all rodents, etc.**

Total Expense: 25c for movies to get coat back.

MR. (Met. AAU Champ Wrestler) Auditor's Remarks: NO!....Do you want to make something of it?

GUEST-ING

CARLOS SALZEDO, HORACE BRITT and GEORGES BARRER, with Philadelphia Orchestra, March 21 (NBC-Blue, 9 p.m.).

LYNN MURRAY'S CHORUS, on Al Pearce program, March 15 (CBS, 9 p.m.).

RALPH ROEDER, on "Book of the Month Club Concert," tonight (WQXR, 7:30). PRINCE HUBERTUS LOEWENSTEIN, tomorrow; GEORGE SLOCOMBE, March 16; HENRY STEELE COMMAGER, March 17, all 8-9 p.m.

LAWRENCE TIBBETT and HELEN JEPSON, in "Naughty Marietta," on Lux Theater, March 28 (CBS, 9 p.m.).

AMOS 'n' ANDY, celebrating their tenth air anniversary, on "Hollywood Hotel," March 18 (CBS, 9 p.m.).

C. AUBREY SMITH, on Al Jolson program, March 22; CHARLIE RUGGLES, April 5; FRANCISKA GAAL, April 12; MRS. MARTIN JOHNSON, May 10 (CBS, 8:30 p.m.).

MISCHA LEVITZKI, on Bing Crosby program, March 24 (NBC-Red, 10 p.m.)

JOHN McCORMACK, JUDITH ANDERSON and ROBERT WILDHACK, on Rudy Vallee program, March 17 (NBC-Red, 8 p.m.)

ELISSA LANDI, FREDDA GIBSON, GEORGE BERTRAN, and ZEKE MANNERS GANG, on "Hammerstein Music Hall," March 18 (CBS, 8 p.m.)

ED SMALLE'S CHORUS, on Leo Reisman program, March 24 (WEAF, 7:30 p.m.).

Wagner Sells Script Series

West Coast Bureau, RADIO DAILY

Los Angeles—Frederick H. Wagner, author of the "Killers of the Sea" story from which Grand National made a thrilling picture, has sold a series of 39 episodes of the same story in radio script form to Nilsen's Broadcasting Service of Melbourne, Australia. The picture is a current release in Australia, and the Nilsen firm plans to capitalize on the great amount of publicity the picture is receiving in the Antipodes. Options were taken also on the remaining 39 chapters of the "Killers" and on another similar series by the same writer titled "The Sea Terror."

AGENCIES!
Let WALT FRAMER
handle your production in Pittsburgh
Freelance Producer—Commentator
508 Berger Bldg.

NEW BUSINESS
Signed by Stations

WGN, Chicago: The B. F. Goodrich Co. (tires), WGN Sports Review.

WCFL, Chicago: John Rissman & Son (Signal Overalls), "Hired Hands."

WAAB, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunnyngham.

WNAC, Boston: Studebaker Corp., announcements, through Roche, Williams & Cunnyngham; Gardner Nursery Co., ETs.; Lindsay Ripe Olive Co., announcements through Lord & Thomas; (also 13 other Yankee Net stations); Knox Gelatine Co., announcements through Federal Advertising Agency (also 14 other Yankee Net stations); Emerson Drug Co., (Bromo-Seltzer) program through J. Walter Thompson Co. (also 13 other Yankee Net stations); McKesson & Robbins, ETs, renewal, through Gardner Advertising Co. (also on WTIC and WTAG); The Axton-Fisher Tobacco Co. (Twenty Grand), program, through Young & Rubicam; Baker Extract Co., announcements, through William B. Remington; Clear-Again Inc., programs, through Aubrey, Moore & Wallace; Daggett Chocolate Co., programs, through Harry M. Frost; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; American Tobacco Co., spots, through Lord & Thomas; J. L. Prescott Co., announcements, through BBD&O; Brown & Williamson Tobacco Co., sports programs, through BBD&O (also on 13 other Yankee Net stations); Chevrolet, ETs through Campbell-Ewald Co.

WREC, Memphis: Griffin Mfg. Co., "Musical Clock Program," through Bermingham, Castleman & Pierce.

WABY, Albany, N. Y.: Lutheran Hour.

CKNX, Wingham, Ont.: W. K. Buckley, Ltd., (Zev Livestock Tonic) participation in "Canadian Farm & Home Hour"; Quaker Oats Co., (Ful-O-Pep Poultry Feeds) ETs; E. S. Watt & Sons (Rose Brand Feeds), participation in "Canadian Home & Farm Hour"; MacDonald Medicine Co., (Mus-Kee-Kee) ETs.

KNX, Los Angeles: Axton-Fisher Tobacco Co. (20 Grand cigarets), "Let's Celebrate," ETs, through McCann-Erickson; California Consolidated Water Co., daytime signals starting April 3, through The McCarty Co., L. A.

WJW, Akron: Pure Oil Co., Bill Griffiths "Sports Page of the Air."

Gruen Station List

Stations set to carry the half-hour transcriptions of the new Gruen Watch series to be produced by Warner Bros. as a live show on the coast and waxed by Transamerican for other outlets around the country include: WBZ-WBZA, Boston-Springfield; WHAM, Rochester; WCAU, Philadelphia; KRNT, Des Moines; WGR, Buffalo; WMAQ, Chicago; WGAR, Cleveland; WCAO, Baltimore; WJAS, Pittsburgh; WXYZ, Detroit; KWK, St. Louis; WLW, Cincinnati; KSTP, St. Paul, KOA, Denver.

Live show originates from KFWB and is heard over the California Radio System of six stations. McCann-Erickson Inc. is the agency.

NAT BRUSILOFF
MUSICAL DIRECTOR
New York's Own Station
WMCA
"AT THE TOP OF THE DIAL"
1697 BROADWAY CI 6-2200

ORCHESTRAS - MUSIC

By TED LLOYD

FRANK NOVAK, orchestra leader, featured with his band in the Henry Burbig "Cheer Up America" series over NBC-Red on Wednesday nights, has been signed to conduct the music on five sustaining programs over WJZ and WEAF on Saturdays. Novak will direct a six-piece orchestra in each program, starting with a "Morning Greetings" program over WEAF at 7:30 a.m. and ending with a 15-minute period with Carol Weyman, songstress, at 12:15 p.m. over WJZ. Other shows are "Rise and Shine," WJZ, 7:45-7:55 a.m.; "Sunshine Express," WEAF, 9:15-9:40 a.m., and "Maida Severn, Songs," WJZ, 11-11:15 a.m.

Kay Kyser faces a busy week starting March 18. He is slated for five shows daily at Chicago Theater with his "Kollege of Musical Knowledge"; plays full schedule at Blackhawk and does his Lucky Strike show on Mutual.

Realizing that "Ti-Pi-Tin" is destined to be one of the smash hits of the year, the Brunswick Record Co. has issued orders to have this number recorded across the board in all possible styles. The number, a composition of Madam Maria Grever was first introduced to the country by Horace Heidt and his Brigadiers.

"Dusty" Rhoades and ork closed seven-week stay at Hotel Jefferson's Club Continental, St. Louis, and Carl Lorch and his crew moved in. Bert Granoff, singing emcee in the night spot, has been there 25 weeks.

Gus Meyer returns today to direct the Connecticut Colonials from WICC's Bridgeport studios.

Calvert Distillers Corp. will do honor to Bernie Mattinson, drummer with Horace Heidt's Brigadiers, by presenting the Gold Drum award to him. In conjunction with a National advertising campaign for their Gold Drum Whiskey, Calvert is selecting top drummers in the name bands and running their photos in the leading magazines of the country. Bernie is the first of the ones selected to get the award and the publicity in the magazines.

Larry Lee and orchestra have moved into Hotel Peabody, Memphis, and will replace Jack Crawford orchestra on Monday night CBS spot originating with WREC, also in Hotel Peabody, effective today.

A "Story Behind the Song" series will be inaugurated on March 25, when the CBS "Song Shop" program presents Arthur Schwartz to tell his story. Schwartz, composer of the Broadway musical "Between the Devil," will discuss the background of one of his popular songs of another day, "Something to Remember You By."

Vincent Youmans plans to begin work on a serious composition for voices and orchestra while he is in New Orleans studying the southland. The composition, to be entitled "Sweet Sunday," will deal with the negro's day of rest and will eschew jazz rhythms and gin swallowing episodes. Youmans also plans a symphonic poem based on the southland.

Taking their cue from the recent Benny Goodman-Carnegie Hall concert, the 20th Century-Fox producers are including a similar sequence in their forthcoming film, "Alexander's Ragtime Band." Raymond Scott and his six man Quintet has been assigned a feature part in this sequence, and Scott is penning special music for the Quintet's use. The Raymond Scott Quintet have been seen and heard in "Ali Baba Goes To Town," "Love And Hisses," "Happy Landing," "Sally, Irene And Mary," and the soon to be released "Rebecca Of Sunnybrook Farm."

Nicolai Rimsky - Korsakov was a Russian composer. He wrote a ditty called the "Flight of the Bumblebee." He also wrote an opera which he called "Sadka." In the opera is a number titled "The Song of India." On Nicolai Rimsky-Korsakov's birthday next Friday, WBT, Charlotte, N. C., will tell the very beautiful story of "Sadka" against interspersed melodies from the "Song of India." A few details of Rimsky-Korsakov's life also will be mentioned.

Vincent Lopez will follow Rudy Vallee into the Hotel Astor in June when the hostelry goes in for name-bands.

Mickey Alpert and his orchestra open the redecorated Walton Roof in Philly on March 25. Room has been made to look like N. Y.'s La Conga and will feature big names. Belle Baker will open the room with Alpert's crew.

WCKY Sponsors Folk Festival

Cincinnati — WCKY is sponsoring the Ohio Valley Folk Festival to be held in Music Hall here the afternoon and evening of March 27. Two groups of folk musicians will be sent from this festival to the National Folk Festival to be held in Washington, May 6-8. One group will be the Coon Creek Girls, now heard regularly over WCKY. The second group will be chosen from among the contestants at the Ohio Valley festival March 27.

Cherniavsky on Network

Cincinnati — Josef Cherniavsky's "Musical Camera" program, which has been airing over WLW at 4:30-5 p.m., yesterday was moved to 6:30 p.m. and fed to NBC-Blue network stations. Vicki Chase, soprano; Stephen Merrill, tenor, and the Four Modernaires, male quartet, were guests on the program.

Cherniavsky also has a Tuesday night series, "Mr. Cherniavsky, Music Please," over WLW.

☆ F. C. C. ☆ ACTIVITIES

APPLICATION DENIED

Dr. Wm. States Jacobs Broadcasting Co., Houston. CP for new station. 1220 kc., 1 KW., unlimited.

Valley Broadcasting Co., Youngstown. CP for new station. 1350 kc., 1 KW., unlimited.

Earle Yates, Las Cruces, N. M. CP for new station. 930 kc., 500 watts, daytime.

KDON, Del Monte, Cal. CP to change frequency and increase power to 1400 kc., 250 watts, 1 KW. LS.

WRBC, Inc., Cleveland. CP for new station. 880 kc., 1 KW., unlimited.

CALL LETTERS ASSIGNED

KLZ Broadcasting Co. New Mobile unit. KAAO.

Queen City Broadcasting Co., Inc. New mobile unit. KQCB.

HEARINGS SCHEDULED

Mar. 14: Mountain Top Trans Radio Corp., Denver. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

Mar. 15: WNEW, New York. Mod. of license to increase power to 1 KW., 5 KW. LS. 1250 kc., shares.

WAIR, Winston-Salem, N. C. Mod. of license. 1250 kc., 250 watts, unlimited.

WGNY, Newburgh, N. Y. CP to increase power and change hours of operation and frequency to 1220 kc., 250 watts, daytime.

WFOY, St. Augustine, Fla. CP to change frequency and increase power to 590 kc., 250 watts, unlimited.

APPLICATIONS RECEIVED

W9XBS, Chicago. CP to increase power to 100 watts and move transmitter.

W9XAP, Chicago. CP to increase power to 100 watts and move transmitter.

Capitol Broadcasting Co., Inc., Topeka, Kan. CP for new station. 1120 kc., 1 KW., unlimited.

South Nebraska Broadcasting Co., Inc., Hastings, Neb. CP for new station. 920 kc., 1 KW., 5 KW. LS., unlimited.

KELA, Centralia-Chehalis, Wash. Mod. of license to increase power to 1 KW.

KRLD, Dallas. CP to install new transmitter and change hours of operation and increase power to 50 KW., unlimited.

APPLICATIONS RETURNED

W. B. Greenwald, Topeka. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Minnesota Economic Foundation, Minneapolis. CP for new educational station. 500 watts, daytime.

WEAF Awarded Plaque

WEAF yesterday was awarded the Second Annual General Electric silver plaque for the best station performance record during 1937 by NBC managed and owned stations. WEAF was off the air only three minutes and 29 seconds out of the 6,380 hours it was in service.

Chester Lang, publicity director of GE, made the presentation to engineer Gerald Gray at Bellmore, L. I., WEAF's transmitter location.

Before the presentation, Lenox R. Lohr gave a luncheon which was attended by O. B. Hanson, George McElrath, Raymond Guy, Clay Morgan, George Milne and Lee Wailes. WGY, Schenectady, was the recipient of the 1936 award.

WANTED
Combination
Commercial Manager—
Time Salesman
WRITE WOPI, BRISTOL, TENN.
GIVING COMPLETE DETAILS.



W. H. VOELLER, who has been active in radio locally for the past year or two, has joined the Aerogram Corporation set-up as an associate producer.

Jimmy Vandiveer's "Meet Some People" on KFI has been switched from Friday nights to a Thursday night groove at 10:15.

Gary Breckner will announce the remaining programs of the Phil Baker series from Hollywood. Announcer was called for emergency flood duty by CBS while auditioning with a group of other announcers for the Baker show . . . so the producers must have liked his reporting of the unusual rainfall.

Beginning March 30, a rebroadcast of the Ben Bernie show with Lew Lehr and Jane Pickens, will be available to Pacific Coast listeners at 8:30-9 p.m. on CBS.

"Toast of the Town," formerly a CBS show in San Francisco, goes Don Lee with its move to Hollywood, and is heard on KHJ and KFRC, San Francisco, at 9:15-9:45 Friday nights.

Hal Styles' KHJ-Don Lee "Help Thy Neighbor" program has been renewed for another 26 weeks by Hass-Baruch Co. for their Iris Coffee, and will continue at the same time, Sundays at 4 p.m.

Fanchon Royer Inc., producing pictures at the Grand National studio, is using Associated Cinema sound trucks on the picture now shooting which features Mrs. Harry Houdini, widow of the late magician.

The KFI "Ho-Hum" program conducted by John Boylan has been switched from 9:45 to 10:45 on Friday nights, and the KECA "Bridge Club" from 1:45 to 3:00 p.m.

Earnshaw Radio Productions has sold 324 episodes of "Chandu" and 130 of their equally long lived "Count of Monte Cristo" to All-Canada Radio Facilities, Calgary.

Bill Harty and Frank Kelton, who recently organized an agency under the firm name of Harty-Kelton Agency, have dissolved the partnership, with Harty continuing the business on his own.

Kelly Anthony, KFI - KECA program manager who has been absent from his post for two months past on account of illness, is back at his desk again.

KFWB's "Pictures You Missed" has been switched from the former Monday night spot to Tuesdays and Thursdays at 7:15-7:30 p.m., going twice-weekly with the change.

Floyd Caton, NBC sound effects man, is receiving congrats on the birth of a daughter.

Carl Moritz, formerly INS correspondent, has joined the KNX press department, succeeding Charles Benson who has resigned. Moritz will serve as assistant to Hal Rorke, press head.

☆ Programs That Have Made History ☆

WDEL's "Old Song Contest"

OVER 12 years ago, when WDEL in Wilmington, Del., was in its infancy, the listeners were introduced to a new and then novel radio program, "The Old Song Contest". Willard Wilson, station owner at the time, decided that a contest type program might build up a good listening audience, provided that a suitable prize or prizes could be given to winners. At the time a local home furnishing store seemed to be interested in radio and thought such a program might help them. Station executives and store management went over idea and "Old Song Contest" came into being. The sponsor gave to winners many useful articles, such as electric irons, radio tubes, lamps, kitchen utensils and other items that would attract a family audience. Since then many sponsors have shared in the period with excellent results. Currently, prizes consist of single passes to a local theater to 25 winners.

Perhaps a word of explanation may help in showing the commercial value of such a program. "Old Song Contest" took the air with a piano player and an announcer. The pianist played ten old songs that were popular in the late '90's and up to 1920. It was then up to the listeners to guess the names of the songs in the order played and submit the correct title, worded correctly, to the Old Song Editor. On the following Sunday broadcast, 25 lucky winners were announced and told to call at the studio for their ticket, or whatever the prize happened to be. Of course it can be readily seen that more than 25 correct lists were received each week, so rules were put into effect in order that different persons won each week.

At first, the program mail was small, then the songs played were made easier, by the announcer giving hints about the title, composer and telling the date the song was popular. This seemed to help the audience and before long the weekly mail was averaging from 300 to 400 letters a week. In all the time the program has been on the air the mail has not decreased. In the twelve years of airing the feature, the station mail for period has run near 190,000 letters. The postmarks show that listeners are scattered throughout Delaware, lower New Jersey and nearby Pennsylvania points.

Recently the piano idea was elaborated and violin and cello added making a delightful combination that immediately met with audience approval. With the completion of a new auditorium on the first floor of the Odd Fellows Building, station officials are planning to play host to 250 visitors for a visible broadcast of program.

Chevrolet Disk Series Renewed Through May

(*Continued from Page* 1)

Songsmiths Quartet, guest stars and Graham McNamee as announcer. Campbell-Ewald Co., Detroit, is the agency.

Announcers in Shifts

Three New York stations underwent changes in announcing personnel over the weekend. WMCA lost two men, with Ted Webbe resigning to join WINS and Bruce Wendell going to WNEW. Don Larkin has resigned from WNEW to free lance. Bob Carter, who had resigned as chief announcer of WMCA, will remain at the station indefinitely to fill some commercial commitments and handle special events. Station as yet has not selected men to fill Webbe and Wendell spots.

Clay Morgan Re-Titled

Official title of Clay Morgan of NBC has been changed to read Director of Public Relations. Originally it was Director of Promotion, but it was decided that it conflicted with the advertising and sales promotion end of the shop.

Continue "Ave Maria" Disks

"Ave Maria Hour" ETs will be continued for another 39 weeks, with Brinckerhoff Recording Studios doing the waxing.

Arkansas Special Session Aired on State Network

(*Continued from Page* 1)

cluded KARK, Little Rock, originating the broadcast; KTHS, Hot Springs; KFPW, Fort Smith; KELD, El Dorado, and KCMC, Texarkana. Gov. Carl E. Bailey, Arkansas' radio-minded governor, called the special session to revise the state's highway debt plan and devise rural relief measures. C. K. Beaver, commercial manager of KARK, made arrangements for the network. Hour-long program was broadcast.

Snyder in Radio Post At J. Stirling Getchell

(*Continued from Page* 1)

leaves the agency tomorrow to start his own program building service.

Snyder was formerly assistant account executive on the Socony-Vacuum account which is handled by the agency. Allen has been with Getchell for the past two years. He was at one time connected with J. Walter Thompson.

Lambert Switches

Lambert Pharmacal has postponed the starting date of its Mutual "True Detective Mysteries" until April 5 and selected a new time, 10-10:15 p.m. Program, however, will be aired by WLW on March 29 at the above time. Lambert & Feasley is the agency.



ALICE BLUE, WGN pianist, has returned from a vacation in California.

Attilio Baggiore, WGN-Mutual tenor, will sing three concerts next month at St. Joseph, Mo.; Jefferson City, Mo., and Port Huron, Mich.

WAAF's "Remember with Joy" show marked first anniversary Sunday. Studio audience invited to bring along candid cameras and take shots of show in action. Features Russ Perkins, Barry Becker and Estelle Barnes.

Joy Fairman, WAAF soprano, returned from an eastern vacation and is back at work.

Bill Thompson, Nick De Populos of Fibber McGee, is taking bagpipe lessons from Robert Sim, a world war buddy of King George's present pipe major.

Les Tremayne, star of First Nighter, is outfitting a new bachelor apartment.

Judith Lowry, character actress, went to New York to join Joan Blaine in cast of "Valiant Lady" for General Mills.

Malcolm Meachem, who plays heavies in "Margot of Castlewood" and "Ma Perkins," is playing also on WGN "Curtain Time" shows on Friday nights.

Blair Walliser, WGN production director, is vacationing at Biloxi, Miss.

Little Jackie Heller, NBC tenor, off the air while singing for week at Fox Theater, St. Louis. Charles Sears and Johnnie Johnston are filling his spots here.

Phil Fortman has left NBC press department because of ill health.

NBC Television Tests

NBC will resume television broadcast schedules from its Empire State Building studios late next month following four to five weeks of tests it was learned last Saturday. Studios were closed last Nov. 23 to allow for equipment improvements and re-adjustments. Tests will be started immediately.

Signal Overalls on WCFL

Chicago — John Rissman & Son, makers of Signal Overalls, is sponsoring the Hired Hands in a three-a-week 6:30 p.m. hillbilly and swing music show on WCFL. Lucille Overstake, the Singing Hired Girl, does the contralto end.

Lawrence Rejoins WOR

Jerry Lawrence has rejoined the WOR announcing staff. He resigned from the station a short time ago to join CBS.

Glass Container Winding Up

"There Was a Woman," sponsored by the Glass Container Assn., will sign off the air April 10. Program is on the NBC-Blue, Sundays, 1:30-2 p.m.

PROGRAM REVIEWS

"ROYAL CROWN REVUE"

Nehi Inc.

WJZ—NBC-Blue Network, Fridays, 9-9:30 p.m.

James A. Greene Co., Atlanta

GENERALLY PLEASING REVUE, FAMILIAR IN PATTERN, BUT WITH NICE BALANCE OF INGREDIENTS.

Although it sticks to the routine formula of music and comedy revues, the new "Royal Crown Revue" sponsored by Nehi in behalf of Royal Crown Cola is a satisfying show of its kind. With George Olsen's orchestra supplying the music, Tim Ryan and Irene Noblette doing the comedy patter, Teddy Bergman coming in for some unctuous remarks as the droll "Uncle Happy," the Golden Gate Quartet contributing harmonious vocal swing, and Graham McNamee doing the announcements, the show is amply fortified in the talent end.

Olsen's "music of tomorrow" is a highly pleasing brand, smooth and tuneful, so this end of the program was in fine form on the opening broadcast. Tim and Irene, though quite effective, were just a little below par in comedy tempo. Since this was merely a matter of pace and material, it's easy to rectify. The Golden Gate Quartet was particularly enjoyable in its swing versions, and there was a nice bit of "Sweet As A Song" vocalizing by Eddie Howard. Fredda Gibson also came in for a piece of nice vocalizing. All in all, the show didn't make such a bad start.

Script material for the show is by Bud Pearson and Les White, with Lester O'Keefe as production manager.

A $50,000 contest, involving distribution of $2,000 weekly in prizes for 25 weeks, is tied in with the program.

"Al Barrie Mellydrammers"

With his Gas Lampe Theater Thespians, Al Barrie started a new series of his "Mellydrammers" last Thursday night over WNEW at 8-8:15 p.m. The offering on this occasion was "Where There's a Will There's a Wilain," or "Death on the Trestle—Almost." Presentation, like the title, was in a burlesque vein, producing quite a few chuckles as the action unfolded. Barrie also inserted a vocal number, "Sweet as a Song," into the proceedings.

As a contrast to the straight dramatic serials that overrun the airlanes, this program, in its modest way, is a rather refreshing relief.

Jewel Cowboys

A cowboy program of unusual liveliness, tunefulness and general enjoyment is fed to CBS on Saturday mornings at 10:30-11 a.m. by WREC, Memphis. In a ranch-house atmosphere, melodies of southwest and Mexican flavor are played and sung in a most pleasing manner, with just a right amount of interpolated chatter. Personnel of the show includes much diversified talent, both vocal and instrumental.

☆ PROMOTION ☆

"Lone Ranger" Campaign

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily rounds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the driver-salesmen at the Sinton Hotel prior to the first broadcast.

Sea Food Campaign

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broadsides and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

Victor Record Society

The Victor Record Society, formed by RCA Victor Co., will be promoted starting next month, in co-operative newspaper advertising with wholesalers and in magazines and radio. To join the society customer pays $6 for membership and buys $9 worth of Victor records. He receives at once a record-player instrument for his radio set, and is given a free subscription to the monthly Society Review.

30-Day Campaign Sells Left-Over Radio Stock

Memphis—With the Christmas season over, a local radio distributor found himself with an $80,000 stock of radio receiving sets on hand. How to move them presented a major problem. WHBQ presented a merchandising plan that was accepted and then followed a 30-day campaign, wherein "The Stumpus Boys" were presented in seven half-hour programs weekly. Four additional telephone trunk lines were installed, and listeners were invited to telephone in any request they might desire, and theater passes would be awarded those who could request a number that the boys couldn't perform on the program. All persons responding to the program were mailed a merchandise voucher redeemable on the purchase of a new radio receiving set. Net result, 750 radios sold, the sponsor is happy, the station proud of a job well done, and three accounts bidding for the same program, with the original sponsor continuing to present other programs over WHBQ on behalf of other products. The entire campaign set-up was arranged by Manager Bob Alburty.

Heidt Presents Newcomers

Two potential stars will be presented by Horace Heidt on his Stewart-Warner program over NBC-Blue tomorrow night. The two winners in Heidt's "Can You Pick a Star?" series are Preston Lambert, singer, and Eddie Sampson, harmonica soloist.

Bunker Made Prod. Mgr. For NBC in Hollywood

West Coast Bureau, RADIO DAILY

Los Angeles—Walter Bunker, Jr., has been appointed production manager for NBC in Hollywood, functioning directly under John W. Swallow, program director for the Western Division, according to announcement by Don E. Gilman, vice-president. Bunker has been in radio since 1925, and joined NBC in 1936 as announcer-producer.

Marvin Young has been appointed assistant program manager for NBC's west coast division, serving as assistant to John Swallow, program manager. Young has been with NBC since 1932, coming over from KFI. He also lectures on advanced radio writing and producing at the University of California extension course and has a commission of Captain in the Army reserves.

New Firm Chartered

Albany — Civic Broadcasting Corp. of Syracuse has been chartered to engage in a radio broadcasting business. Capital stock is $25,000. Directors are Thomas S. and Elizabeth C. Marshall, of 121 Wendell Terrace, Syracuse, and George E. Hughes, Wykagil Apartments, New Rochelle. Papers were filed by Costello, Cooney & Fearon, Syracuse.

William Dunn Joins CBS

William Dunn will join the CBS press department tomorrow. Dunn has been doing radio work for Robert Ripley and at one time was with the American Airlines publicity department.

Epes Sargent Jr. has also joined CBS Chicago press. He takes the place of George Livingston, who resigned to head the Earle Ferris Chicago office.



Radio Annual is over four pounds of book . . . and how. Executives tell us it is by far the finest reference work in the industry.

★

SAN FRANCISCO

Don E. Gilman, NBC vice-president in charge of the western division, spoke before the S. F. Commercial Club last week on "Behind the Scenes of Radio Broadcasting". Talk was aired over KGO. Gilman, who now has his headquarters in Hollywood, came up for a week and conferred with Lloyd E. Yoder, manager of the NBC offices here.

Jack Meakin's Saturday half-hour, "Music by Meakin", has changed time and network to NBC-Red at 7 p.m. PST. Lois Clark, formerly with Paul Pendarvis and his orchestra, was guest singer on last Saturday's broadcast.

Johnny O'Brien and His Harmonica High Hats will broadcast from the NBC studios instead of from the Sir Francis Drake Hotel.

KIDO, Boise, Ida.

New arrival at KIDO is Clete Schwitters, former emcee for Fox Theaters in The Boise Valley district. He joins the staff as time salesman; has had several years previous radio experience.

Station now issues a weekly program schedule for agency distribution. The advance listing carries a promotional front page written by Roy Civille, publicity manager. The Frontispiece is patterned after same fellow's weekly newspaper column, which is tagged Thru the KIDDO Keyhole, by Ben Peekin. Compliments on the schedule's make-up are arriving with each day's mail.

John McMahon of "Mac's Breakfast Club" went off the deep end. Two weeks after he took the fatal step, fellow workers finally learned of the marriage ceremony. The Mrs. is the former Ella Crone.

WHAT, Philadelphia

C. Warwick Ogelsby, ace sports commentator, is now heard at 5:45 p.m. Monday, Tuesday, Thursday and Friday.

Joseph McCauley, junior member of the announcing staff, is now doing publicity.

Milton Laughlin, program director, has scheduled the third season of the Independence Players on Tuesday evenings at 10:30. The first show, "Dead Men Do Tell Tales," written by Ray Turner, was a decided success. Sam Serota, director of the players, will write the next mystery yarn.

ONE MINUTE INTERVIEW

LOU HOLTZ

'The trouble with radio is that people are always sniping at you. Let an orchestra leader, or comedian, go off the air for more than 13 weeks, and as soon as he gets a new sponsor he is making a 'comeback'. Most of radio's 'comebacks' have been credited to artists who have never been away, but as long as people in radio love to gossip, we'll be hearing about so and so is 'making a comeback'."

☆ Coast-to-Coast ☆

HARRY GLICK, whose morning exercises over WHN, keeps the listeners in physical condition, celebrates ten years of radio work this month. In the entire decade, Harry has missed only two weeks each year, and then he was vacationing.

The radio team of Jimmy Audubon, tenor, and Pat Kilpatrick, composer-pianist, begin an engagement at Nick Toce's Village Brewery, New York, on Thursday.

An unusual college competition, a "battle of song" known as the "Freshman Glee," was broadcast from Willamette University, Salem, Ore., to the CBS Pacific network through facilities of KOIN, Portland. For the third successive year, Art Kirkham was announcer. A Willamette tradition of many years, each class sings an original composition by one of its members. A board of judges decides the winner. The male members of the losing class, according to tradition must be ducked in a mill race. Victims this year were the freshmen.

WBAP's series of remote programs from the Texas State Prison at Huntsville, Tex., scheduled to begin last week, was postponed until tomorrow as Governor James V. Allred was in West Texas and unable to get back to Huntsville to open the series. Allred is to be principal speaker on opening broadcast from the penitentiary.

KFEL obtained broadcasting rights to Colorado State High School basketball tourney, March 10-12, and also is airing daily from the National A.A.U. tourney all this week, with semi-finals and finals to Mutual.

Dr. Joseph Jastrow, noted psychologist, will present a series of talks in a popular vein on the problems of social adjustment to be heard weekly over the NBC-Blue Network at 7:15-7:30 p.m., starting March 21. The series is titled "The Devil Takes the Hindmost."

The New York Women's Symphony Orchestra, under the direction of Antonia Brico, which gives its third concert of the season at Carnegie Hall on March 15th, is being considered by a major sponsor for a program on the air for the coming season. Miss Brico and the Symphony Orchestra are under the exclusive radio management of Dorothy Worthington.

Danny Sullivan of Newark, N. J., WOR vocalist, is recuperating after undergoing a minor throat operation about a week ago. He plans to return to the Mutual mike in another week or two.

Sponsors clamored to participate in the special remote broadcast by WMBD, Peoria, Ill., of the Bradley Polytechnic-Temple University national collegiate basketball championship preliminary at Madison Square Garden, New York City, March 9. Central Illinois has been basketball-rabid this season despite the fact that Bradley's string of 14 consecutive victories was broken by Northwestern University—also broadcast remote by WMBD. The New York game was covered by Jack Brickhouse, WMBD sportscaster and Bob Connors, engineer. They departed by plane immediately after the game to handle the Illinois State High School basketball championship tourney from Champaign, Ill.

Lady Kitty Barling, whose "Women In the News" has been featured on WHN twice weekly will now be heard three times a week on a new time schedule, Monday, Wednesday and Friday at 12 noon.

Dick Wright, WHN salesman, is the papa of an eight-pound boy.

The radio editors have organized a team to compete on Dr. Harry Hagen's "True or False" program on March 21 at 10-10:30 p.m. over WOR-Mutual. J. E. "Dinty" Doyle of the New York Journal-American will be captain. His teammates will be: Aaron Stein of the New York Post, Jo Ranson of the Brooklyn Daily Eagle, George Opp of the Philadelphia Ledger, Ken Purdy of Radio Guide, and Jack Sher, New York correspondent of the Detroit Free Press Screen and Radio Weekly Syndicate. The scribes will match wits with a sextette of woman railroad executives of the Baltimore & Ohio Railroad.

Gene Marvey, tenor, will inaugurate his first New York program since returning from Hollywood when he joins Don Albert and his orchestra over WHN on the "To the Ladies" broadcast today. He will be on the air Monday through Friday, 2:30-3:00 p.m.

Pinky Hunter, one of radio's original crooners and veteran of the broadcasting business, has been named assistant to Jack Graney, former Cleveland Indian, in play by play descriptions of the Cleveland Indian's home games via WCLE, under the sponsorship of General Mills and Socony Vacuum.

WGN Sports Review for Goodrich

Chicago—Goodrich Tires will sponsor WGN Sports Review with Bob Elson starting March 21 on three-a-week basis. Another advertiser is about set to take over other three nights. Show starts as sustainer today with Jim Fleming handling it until Bob Elson returns from California.

SAN ANTONIO

Jimmie McClain, WOAI announcer, leaves that post March 19 to join KABC as production manager.

Mrs. Frank Stewart, whose hubby is spieler on KMAC, is producing the children's plays known as "Neighborhood Theater" on that station.

Peter Molyneaux, well-known southwest commentator and publisher of Texas Weekly, has returned to the air via Texas Quality Network every Friday evening. WOAI is the network station here.

WBT, Charlotte

Program Director Charles Crutchfield, back from his New York trip, had quite a story to tell about being caught in the Hotel New Yorker fire. WBT almost lost a program director.

Russell McIntyre, the handsome young Duke Power Co. baritone, sings like Crosby and looks like Tyrone Power—and has the ladies fighting their way into the studio. Jane Bartlett accompanies McIntyre at the organ. Reginald Allen is the announcer.

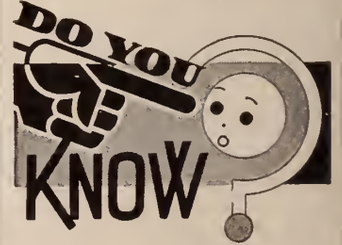
Grady Cole, nearly recovered from his dual operation, is expected back at the studios in a few days.

The turbaned dignitaries of North American Shrinedom will parade before WBT microphones the night of March 24. The showmanship station will carry a two hour and a half broadcast, 11:30 p.m. to 2 a.m., during festivities of the North American Shrine Convention, which will be held in Charlotte the latter part of the month.

An unusual stunt broadcast will be heard when the Ides of March come tomorrow. A fatal day to Caesar, whose demise made the Ides famous, the 15th furnished material for the WBT program department to write a corking script show. The cast will include most of the station's announcers and a well-known young woman, who for the duration of a quarter-hour will fake nuttiness and barge into a WBT studio with the warning: "Beware, the Ides of March." Music for the occasion will be appropriate Roman airs.

KOIN-KALE, Portland, Ore.

John Schnellor, control room supervisor and for nine years a member of the local staff, has resigned to join the technical staff of KNX, Hollywood, April 1.



Of the total usable radio wave spectrum the broadcast band (550 to 1600 kilocycles) occupies only three-tenths of one per cent (0.03%) of the radio spectrum.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 51 NEW YORK, N. Y., TUESDAY, MARCH 15, 1938 FIVE CENTS

Petrillo Talks To NAPA

WBZA MAKES PROPOSAL TO FCC ON WBZ SPLIT

Springfield, Mass.—A new proposal has been made to the FCC by WBZA, Springfield, Mass., whereby the broadcasting station claims it can operate independently of WBZ in Boston without interfering with reception from CFNB, Fredericton, N. B., Canada. An examiner recently recommended denial of the WBZA application to operate independent of Boston on a 550 kilocycle frequency because the Canadian station would

(Continued on Page 8)

Goodman vs. Fitzpatrick On CBS Network Mar. 19

Benny Goodman has accepted Leo Fitzpatrick's, WJR vice-president, challenge on swing music versus the "old fashioned" tunes. Program will be aired over CBS on Saturday, March 19, 11:30 p.m. to 12 midnight.

Goodman will air his portion of the broadcast from the Hotel Pennsylvania with Fitzpatrick's team of WJR musicians airing from the Detroit studios. Fitzpatrick is now en route to New York to set the numbers he wishes to have played by his team. Listeners will decide who is the victor.

Chevvy Again Sponsors A.A.U. Tourney on KLZ

Denver — For fourth consecutive year the Rocky Mountain Chevrolet dealers will sponsor broadcasts of the A.A.U. Basketball Tournament. KLZ is carrying periods throughout this week with complete play by play of Saturday night finals. Broadcasts are being handled by Jack Fitzpatrick, Charles Inglis, Dick Barton.

It's An Idea

Chicago—The double feature at the movies row, going on between distributors and exhibitors and parent-teacher and other civic groups has now reached the air hereabouts. Dr. H. K. Scatliff, representing Illinois medical society, went on WJJD discussing "health effects of sitting through long movie sessions."

REQUEST PA. STATIONS REFUSE ALL LIQUOR ADS

Philadelphia — The Pennsylvania Liquor Control Board, administrative agent of the State liquor monopoly and who has supervisory and licensing power in the state in all matters regarding alcoholic beverages, is asking all stations to cooperate with them and not accept liquor advertising.

A letter has been sent to stations throughout the state which at present are accepting liquor advertising asking their cooperation at the end of

(Continued on Page 8)

Whiteman Ciggie Show Getting New Producer

The Paul Whiteman program, for Chesterfield cigarettes, will undergo a change in producer, writers and comedians effective with its renewal March 25. Phil Cohan replaces Marty Gosch who will take over production on the Lou Holtz program. Oliver Wakefield fades and there is a possibility that Col. Stoopnagle will replace. Newell-Emmett is the agency. Program is heard Fridays, 8:30-9 p.m. over CBS network.

Food and Food Beverages Was Bulk of WBS Mar. Biz

Bulk of WBS's recording revenue last month was culled from the food and food beverage field, according to Norton Cotterill, WBS vice-president in charge of sales. A total of 5,540 quarter-hours were transcribed by the firm for the food manufac-

(Continued on Page 6)

Considers Offer to Head Disk License Organization But Plans Maintaining His AFM Affiliations

Addressing a small group of officers and members of the National Association of Performing Artists, James C. Petrillo, head of the Chicago AFM local and members of the AFM Executive Board, promised full cooperation of his own parent organization as well as that of the AFL in helping NAPA to establish "property rights" and collect fees from radio stations for playing phonograph records.

(Continued on Page 4)

RURAL SURVEY CLOSED SAYS JOINT COMMITTEE

The rural radio study compiled by the Joint Committee on Radio Research has been completed and will be out within the next 15 to 30 days, it was learned yesterday. Committee is also working on a revised estimate of the number of radio sets by counties which will also be out soon.

Financially committee is set until June, when it is expected the NAB

(Continued on Page 2)

Gilchrest Resigns Post On Chicago Daily News

Chicago—Charles J. Gilchrest, radio editor of the Chicago Daily News for the past eight years, resigned yesterday to devote himself to free-lance radio writing. He has done dramatic scripts for Skelly Court of Missing Heirs and other programs. Gilchrest, who was assistant to Bill Hedges when the latter edited a radio news page for the Daily News, is not being replaced, for the present at least. Joe Gorg is taking over the handling of program listings.

'Household' on 28 Stations

Household Finance which starts on CBS, April 6, 10:30-11 p.m., will be aired over 28 stations. Program, featuring Edgar Guest, is now on NBC. BBD&O is the agency.

WANTS WEBS INCLUDED IN N. Y. EMPLOYMENT BILL

Albany—Senate Finance Committee held a public hearing yesterday to consider among other bills, the one in the Assembly to regulate employment agencies. License Commissioner Paul Moss of New York opposed provisions of the Ostertag bill which exempts networks and theater chains from employment restrictions set up in the measure. Moss did not see why the major webs should not be included. Bill is scheduled for passage in the Assembly late this week.

Deny Any Discrimination Against Newspaper CP's

Washington — Despite rumors that the FCC has recently been "cracking down" on applications of newspapers for radio licenses, T. J. Slowie of the FCC today declared that such ap-

(Continued on Page 8)

NETS Bring 17 Trans-Atlantic Programs to Cover Hitler Coup

Philip Morris Starting Its Third Network Show

The third Philip Morris network show, "What's My Name," will start on three Mutual stations, (WOR, WGN, WLW), March 25, 8-8:30 p.m. Program will be a 13 weeks test series originating from WOR. Sponsor also has shows on the NBC-Red and CBS. The Biow Co. has the account.

A total of 17 trans-Atlantic shortwave broadcasts over the week-end kept the American audience in close contact with the course of events in Austria from the announcement of Schuschnigg's resignation to the entrance of Hitler into Vienna.

NBC, by chance, was the first network to have Hitler on the air. Pickup, from Linz, was a surprise to NBC and also to Max Jordan, network's European representative, who intro-

(Continued on Page 4)

Pick Up the Marbles

Los Angeles—Hal Styles, KHJ's "Help Thy Neighbor" maestro, squawks on Frank Silva's 250-words-per-minute air speed story. In '28 the American Radio Society gave Hal a medal for reading 2,250 words in five minutes. Later, in '36, he miked 512 words per on John Hix' "Strange as it Seems".

RADIO DAILY

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Monday, Mar. 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130½	130	130½	+ 1¾
CBS A	16¾	16¾	16¾	.....
Crosley Radio	7⅝	7⅝	7⅝	+ ⅛
Gen. Electric	38¾	38⅛	38⅝	+ ⅞
RCA Common	6¼	6⅛	6⅛	+ ⅛
RCA First Pfd.	48½	46¾	47¼	— ½
Stewart Warner	8¾	8¾	8¾	+ ⅛
Westinghouse	92½	90¾	90¾	+ ¾

NEW YORK CURB EXCHANGE

Majestic	1	1	1	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¾	5⅝

WBAP Hot for Rodeos

Fort Worth, Texas—Between March 11-20, Station WBAP will carry 17 remote broadcasts from the Rodeo being held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth on those dates. The "Hired Hand" of WBAP, otherwise known as Harold Hough, general manager of WBAP, will alternate with staff announcers in giving word picture of this championship rodeo. The annual rodeo and the New Year's Holiness broadcasts, are now the only two events certain to bring out the "Hired Hand" as an announcer.

CBS Signs Pat Ballard

Pat Ballard, radio script and songwriter, yesterday signed a management contract with Columbia Artists, Inc. Ballard is currently engaged in writing special song material for the Ben Bernie show and is also writing material for Horace Heidt's Alemite program, under an arrangement with Music Corporation of America.

WROK IS THE
RADIO VOICE
OF NORTHERN ILLINOIS AND
SOUTHERN WISCONSIN
ROCKFORD, ILL. KELLY-SMITH

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 13, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Please Be Kind	(Harms Inc.)	27
You're An Education	(Remick Music Corp.)	25
Goodnight Angel	(Irving Berlin Inc.)	24
Thanks For The Memory	(Paramount Music Corp.)	24
Tipitin	(Leo Feist Inc.)	23
I Double Dare You	(Shapiro-Bernstein Inc.)	22
How Dja Like To Love Me	(Famous Music Inc.)	20
I Can Dream Can't I?	(Marlo Music Corp.)	20
More Than Ever	(Miller Music Inc.)	20
Sweet As A Song	(Robbins Music Corp.)	20
Whistle While You Work	(Irving Berlin Inc.)	20
Heigh Ho	(Irving Berlin Inc.)	18
In My Little Red Book	(E. B. Marks Music Co.)	18
Let's Sail To Dreamland	(Larry Spier Inc.)	18
At A Perfume Counter	(Donaldson, Douglas & Gumble)	16
Dipsy Doodle	(Lincoln Music Corp.)	16
I See Your Face Before Me	(Crawford Music Corp.)	16
Love Walked In	(Chappell and Co.)	16
It's Wonderful	(Robbins Music Corp.)	15

Ban on "Molly" Rescinded

Chicago—Ban on Fibber McGee's "Good Night, Molly" as signoff for show has been rescinded and will be in evidence again from now until Molly who is Marian Jordan, Jim's wife, recovers and is back on air. Fibber words, it was explained, do not violate letter of FCC rule which prohibts use of broadcasting channels for private communication between individuals. Molly, it was contended, is name of character in show, not Jim Jordan's wife.

WIS Promotes Shafto

Charlotte, N. C.—W. Frank Hipp, retiring president of WIS, Charlotte, last Friday night announced at a special dinner that G. Richard Shafto, general manager and vice-president, has been elected to the presidency. Shafto remains general manager while Hipp becomes vice-president and chairman of the board of directors.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

who will gladly place their radio experience and market knowledge at your disposal to assist you in your radio plans whether or not you contemplate entering any of the markets represented by

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

OXOL Buys 14 Spots

J. L. Prescott, through BBD&O, has placed live spot announcements on 14 stations in the east and midwest. Plugs, for Oxol, are being aired once a day, five times weekly. Stations are: WNAC, WCKY, WOR, WCAU, WHAM, WGBI, WBNS, WJAR, WGAR, WMAQ, WGY, KDKA, KWK and WRVA.

COMING and GOING

HOPE H. BARRELL, JR., manager, and PURNELL H. GOULD, commercial manager, both of WFBR, Baltimore, are in town.

E. P. H. JAMES, sales promotion manager of NBC returns today from Erie, Pa. where he addressed the Advertising Club dinner there last night.

SUZANNE MARIE BERTIN, French singer and wife of Joseph Noblot, French shipowner, will arrive in New York today on the Ile de France.

OLIVER WAKEFIELD leaves for England on March 25 to fill two personal appearance engagements.

FOX CASE, CBS Press and Special Events Head for the Coast, Announcer DON FORBES, and Engineers HAROLD PEERY and HARRY SPEARS due back in Hollywood today from Sun Valley, Idaho where they handled the International Ski Races broadcast.

IRVING FOGEL, head of the Hollywood radio production firm bearing his name, is in New York on a two weeks' business trip.

JAMES PETRILLO, head of Chicago AFM local, leaves here for Chicago tonight.

HARRY STONE, WSM manager, is spending ten days with friends at Silver Springs, Fla.

JOHN G. "JAP" GUDE, manager of CBS station relations, is off on a ten-day trip through the southwest.

Rural Survey Closed Says Joint Committee

(Continued from Page 1)

will have been completely reorganized and work more closely with the committee. For the past year the ass'n has not concerned itself with any of the committee work.

Conferences on "method studies" have been going on regularly. Another meeting is scheduled for latter in the week.

POINT OF PURCHASE

at the retailer's counter... that's where the final decision is made.. ..where retailer meets customer ....that's why a retailer is judge and jury of advertising results .. ..retailers in Michigan's eight major markets prefer, by actual experience, the....



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

KEYED TO SALES



SIX profitable years on the air Many continuous Advertisers . . Positive Proof that the Programs pay large Dividends!

THOSE few words tell the story of Sponsors who appreciate that to reach our *rich* "Friendly Family" of 2,500,000 Italo-Americans there is only one way—the Italian way!

NO matter what you sell — our Program and Merchandising Departments can be of great help to you in so popularizing your Product that it becomes a *permanent* part of the "Friendly Family" that lives with us every day of the year!

BY such service are you " Keyed to Sales" to Italo-Americans, who spend over a Billion Dollars annually!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION
NEW YORK CITY

NAPA SEEKS PETRILLO TO HEAD ORGANIZATION

(*Continued from Page 1*)

Petrillo has been offered the job of heading NAPA and came here to give the members his viewpoint on the matter. Approached on the subject, Petrillo at first turned it down and one of the officers of NAPA asked whether $100,000 would tempt him. This was only a tentative figure and is said not to be a definite proposition as to money. Petrillo made it plain however that under no condition would he consider leaving the AFM either nationally or locally, but might consider taking on NAPA as a sideline. News of the offer was said to have been prematurely released through a misunderstanding and that Petrillo came here to further confer with the NAPA board. However, in the afternoon he talked to all present in the South Room of the Hotel Astor.

Paul Whiteman presided and introduced Maurice Speiser general counsel for NAPA who reviewed the organization's legal progress. Petrillo followed with a lengthy talk that grew hotter and hotter. Money he declared was no object if he could help and despite digressing occasionally he hammered home the fact that musicians nationally could do what he accomplished locally in Chicago.

He also took time out to mention the radio station situation as it faces the AFM since the IRNA agreement was made, and stated that the only way to bring in the small stations was through transcription and record curtailment or license.

Among those present were: Phil Spitalny, Dr. Walter Damrosch, Dr. Fritz Reiner, Isham Jones, Xavier Cugat, Benny Goodman, Emil Coleman, Don Voorhees, Gus Van, George Olsen and others.

One of the NAPA officials stated, unofficially, that transcription rights would be established further as well as phonograph records, while still another intimated that perhaps coin machines might come in for more attention than radio.

Petrillo leaves for Chicago tonight, but it is doubtful whether he will make a definite arrangement with NAPA by that time.

NAPA Rate Card

Maurice J. Speiser, general counsel for NAPA, stated that the organization has now licensed five stations in Philadelphia and a total of seven in the state of Pennsylvania. Rates, under which all stations are eventually expected to be licensed, are to be determined by two existing conditions. A minimum sum of $600 will be charged to permit the playing of

(*Continued on Page 7*)

ANTONIA BRICO
and her
New York Women's Symphony Orchestra
Now in its Fourth Annual Series of Concerts at Carnegie Hall, New York
Exclusive Management
DOROTHY WORTHINGTON
501 Madison Ave., New York WI 2-2759



● ● ● Music Corporation of America will shortly consummate a deal with WOR Artists Bureau similar to the one now in force between CBS and WOR.....Sid Gary will wed Josephine Pearl in June and they'll honeymoon, spoon, etc., in S. A.....Servel Electro-Lux, sponsors of "March of Time" on CBS last year, will resume footing the bills for this show next month on NBC.....Nadine Connor has been signatured to an exclusive appearance on Song Shop till May with options till fall—if the show runs thru the summer....Al Lewis and Hank Garson have hurriedly replaced Billy K. Wells as scripter for the Lou Holtz material....Abe Lyman is the only one definitely set to appear on the Jack Benny one-shot in N.Y. March 27. Kate Smith and Boake Carter aren't signed yet....Bill Bacher is building another show on the coast.... Igor Gorin will return to the airwaves on finishing his concert tour....CBS listened to records of Richard Dix in a Zane Grey story...."Big Sister" auditioned announcers for the Fred Utal spot on the Rinso show. Norman Brokenshire and David Ross are running in the money....Andre Baruch and Beatrice Wain have again changed their welding date from the 29th of April to the 24th of that month.

● ● ● *At Leon & Eddie's party to Alice Cornett, swingster of the Coca-Cola show the other nite, Del Sharbutt was there with the frau, as was Agent Ben Lipset. George Griffin, Jack Eigan, Reed Kennedy, Col. Jack Major, Billy K. Wells, Walter Craig, Felix Coste, Coca-Cola account exec, George Evans, Matty Rosen and Al Shayne were amongst those present....At the Casa Manana Bill Robinson, 3 Stooges, Judith Allen, Cab Calloway, Orson Welles and Lionel Stander got up to do a turn....A jewelry account ran a test two spot 30-word announcement via WREC, Memphis, the other day offering to give listeners a "rabbit's foot key ring" free for the asking. The next afternoon Hollis Wooten, salesman at WREC got a call, asking if he could do anything about stopping the crowds. Seems they expected to give away several hundred of these key rings—and gave away* 2,000!

● ● ● Jack Waldron will succeed Col. Jay C. Flippen on WHN. He was signed over the week-end to a two-year contract....CBS "Hit Parade" won't fold....Kate Smith show may be forced to continue during the hot period because the sponsor wants to....Abbott & Costello will be off that show Thurs. but return the week after. Jimmy Dorsey is on....Ed Fitzgerald has been signed by WOR for four years...."Dick Tracy" has been renewed until the fall....George Zachary, production man for Andre Kostelanetz, was rushed away for an operation the other day....Milton Berle will appear on the last Jack Oakie show....Opening of the CBStudios in Hollywood has again been postponed—this time it's slated to debut April 23....Louise Fitch, whose "Manhattan Mother" replaces J. MacDonald for Vicks, March 27th has been added to the cast of "Backstage Wife".

● ● ● *Erma Dean, visiting actress from Hollywood, hadn't had much of A VACATION IN Kilgore, Texas. She was introduced to KOCA listeners over the Bob White program Sun.—interviewed about Hollywood and the people there by Virginia Lemont for the Hollywood newscast show Monday and starred with John D. Francis on Friday in a presentation of scenes from Maxwell Anderson's "Winterset"....The last rated a special mike set-up from the hotel, a studio audience and flowers for the lady....When 5 ambulances were called out at once in Joplin, Mo., the other day, WMBH covered the story quickly and just as quickly allayed fears that a major catastrophe had happened. The first ambulance was called to a wrong address—the second from the same undertaker was dispatched to the correct address but was overturned in a collision with a careless driver which prompted excited on-lookers to call three others.*

EUROPEAN SITUATION RUSHES ALL NETWORKS

(*Continued from Page 1*)

duced the Dictator as an "orator," but quickly recognized the voice and cut-in to tell listeners it was the Fuehrer. NBC up to last night had aired the most broadcasts, nine; CBS had seven; Mutual had one, besides the WOR recordings of the Rome, Berlin and Prague news reports as picked up by Press Wireless.

All three networks, CBS, Mutual and NBC, expected to pick up a description of Hitler's welcoming speech direct from Vienna. Time for broadcast was not certain last night but it was expected sometime during the morning. NBC and CBS opened up at 5 a.m., in order not to miss the event in case plans are changed.

The best broadcast from Austria was delivered yesterday by Edward Murrow, CBS European director of public affairs, who arrived in Vienna on Saturday from Warsaw. William Shirer, CBS European contact, on Friday flew to London from Vienna to deliver the first CBS broadcast when he was told no broadcasts would be allowed out of Austria. Max Jordan later made the broadcast which picked up Hitler. Fred Bate, NBC London representative, arranged the London and Paris NBC broadcasts.

All short wave broadcasts are being relayed via Berlin. Geneva, home of the League of Nations, will not relay any of the programs.

THE ***BEST*** ELECTRICAL TRANSCRIPTION IS THE ***CHEAPEST!***

A show is no better than its recording! Here are the "quality" methods we use:

Standard wax recordings on ½ ton machines (double safety wax reserve). Factory processed, surface-noiseless pressings, for rebroadcast purposes matching maximum range of "High Fidelity" radio stations, best pick ups and speakers on market.

All assignments guaranteed from recording to delivery to station with all necessary A F of M, MPPA, FCC releases.

Remote Control—permanent lines.

Studio — Latest double ceiling — Acoustically adjustable — Numerous dynamic microphone channels. Studio, Control and Recording Engineers (3) to each job.

★

JEAN V. GROMBACH, INC.
113 West 57th St. New York
Established 1930
Phone Circle 6-6540

PROGRAM REVIEWS

"Mother-in-Law"

Daily dramatic serial debuted yesterday afternoon, 1:30-1:45 p.m. via WJZ-NBC, written by Elizabeth Todd. Show, sustaining, to be heard Monday through Friday has a small-town locale with plenty of barbershop gossip. First show, however, dealt with a hairdressing establishment where the characters were molded for future references. There's nothing unusual about the formula or the story. In fact, idea has been re-issued so many times in various doses that it seems to be a continuation of some other vague dramatization. However, since as an afternoon show, it is intended to serve the wants of the housewife, this serial will do that well, judging from the initial airing.

Invitation to the Waltz

Designed for the old fashioned listener who still likes the soothing music, Invitation to the Waltz bowed in at WOR last Saturday night with an all-star cast that included Helen Snow, soprano, Raoul Nadeau, baritone, chorus, and Alfred Wallenstein's orchestra. Program features the better known waltz favorites of yesterday and the present in a fast moving half-hour. Orchestra was well handled and presented some novel arrangements. Program is heard at 8-8:30 p.m.

Rose Marie

The former baby star, now grown up and billed as Rose Marie, made her new program debut last night as an NBC soloist with Norman Cloutier's orchestra over the Blue network at 7:30 p.m. Featuring the latest hit, "Two Bouquets," Rose Marie proved that she could draw a big listener response. Her voice now matured, the girl did a grand job in each of her four solos. She is scheduled to be heard twice weekly over the network at the same time.

NEW BUSINESS

KTSM, El Paso: El Paso Electric Co.; Fischbein Brothers, (tailors), "Miracles of Sport"; Guarantee Shoe Co., "The Forest Ranger"; Time Tested Laboratories, (retail paint stores), "Helpful Harry's Household Hints," through Meldrum and Fewsmith.

WFIL: Alexander Co., spots, through J. Faulkner Ardnt Co.; Household Finance Co. spots, through BBD&O; Spatola Importing Co., spots, through Adrian Bauer Co.; Nash-Kelvinator Co., spots, through Geyer, Cornell and Newell Co.

KYW: William R. Warner Co., music, through BBD&O; Auto Dealers & Mfg. Co. of U.S., spots, through Geyer, Cornell & Newell Co.

REEVES
SOUND STUDIOS, Inc.
Complete Transcription and Film Service
1600 Broadway, N. Y. C., Circle 6-6686

ORCHESTRAS - MUSIC

By TED LLOYD

TIN PAN ALLEY has been in the throes of a rumor-siege the past week with everyone having the "inside track" on the Robbins-Bregman-MGM-Feist situation!....Parts of the stories told relate that Jack Bregman, recently divorced from the Robbins Empire to head Feist as MGM's music man, has been shelved and Jack Robbins returned to the favor of Louis B. Mayer. This is not true!....Robbins, still a stockholder in Feist, besides Robbins Music and Miller Music, has been called in by MGM to create a more friendly relationship between his interests and Feist which were torn asunder by Bregman's promotion....Bregman will continue in his present capacity and attend openings, etc., with Robbins as though there was never anything but love between the two. Robbins, Miller and Feist will again pool their advertising and other businesses to become the "Big Three" of the music industry!

Joe "Banjo-Eyes" Santly's election by the Professional Music Men's Ass'n, Friday nite (which was reported in Friday's RADIO DAILY) as business manager for the organization, is to run till May 1. . . . This is arranged so that the group won't be without an active head prior to their Benefit Show in April. It is believed that the office, which pays $10,000 annually, will be abolished in May. Mose Gumble was the first paid head of the song-pluggers and he resigned Friday to assume duties with Witmark Music yesterday.

Leaving Hotel Schroeder, Woody Herman's band moved to the Wisconsin Roof Ballroom, Milwaukee, airing via WTMJ. Del Courtney's west coast ork followed Herman into the Schroeder....Rita Rio and her all girl orchestra have been set by CRA to play a week at the Michigan Theater in Detroit on March 25th, and on April 2nd, goes into the New Kenmore Hotel at Albany, N. Y., for an extended engagement with an NBC network wire....Fletcher Henderson and his orchestra are playing a series of midwest one nighters.

Jan Garber's musical debut on the Burns and Allen show has been set back to Apjril 11, at which time Ray Noble is off to his native London.

On Apr. 4, Henderson plays a colored dance at Little Rock, Ark.; April 9th, Elk's Hall, Centralia, Ill.; April 10th, Coliseum Ballroom, Benld, Ill., and April 26th, at the annual policemen's ball at Hibbing, Minn.....Barney Rapp and his New Englanders are set to play three days at the Capitol Theater at Wheeling, West Virginia, April 7th to 9th, and then goes into the New Penn Club at Pittsburgh for an extended engagement starting April 15th.

Lou Breese and his orchestra have been held over for an additional four weeks at the Nicollet Hotel, Minneapolis, starting March 20....Zora Layman, song stylist who has just completed a series of "Snow White" records for Decca with Frank Luther, has signed a Consolidated Radio Artists management contract and will be submitted for radio by Paul Kapp, CRA radio director....The Biltmore Boys and their orchestra will open at the Hotel La Salle in Chicago on April 16, instead of March 28. Orchestra is currently playing the Webster Hall Hotel in Detroit....Henry Busse, new CRA maestro, will begin a theater tour for CRA next month.

Orrin Tucker brings his orchestra to the Roosevelt Grill on March 23rd, following the conclusion of Guy Lombardo's contract with that hotel.... Ken Sisson has added four violins to his "Canada 1938" orchestra making it the largest of its kind on any Canadian commercial....Victor Arden, whose orchestra is heard regularly on transcribed recordings over 365 stations, is currently recording several popular tunes for which he has received an unprecedented number of requests. They are "It's Wonderful," "Sweet As A Song," "I Love To Whistle" and "You're A Sweetheart." Arden's orchestra is heard regularly on the largest number of stations per week with the "Musical Moments" transcription.

Earl Hines and his orchestra plays the Shrine Auditorium at Oklahoma City, April 28....Harry Horlick and his orchestra has been set to make an album of waltz recordings for Decca. Horlick's assignment calls for modern American interpretation of the Johann Strauss waltz compositions.

Al Goodman, currently directing the music for the Warner Brothers radio programs, has composed an original score which will be published and which will appear in a forthcoming musical film....Emil Coleman has devised a special musical arrangement to accompany the dancing of Mario and Floria, who are currently appearing with Coleman's orchestra in the Iridium Room of the St. Regis.

Fibber McGee Preview Series

Chicago—Previews of the Fibber McGee show, which moves to 9:30 Tuesday, starting this week, will be given at NBC studios at 7:30 p.m. Monday evenings before a studio audience. Although continuance is dependent on reaction to first few sessions, it is thought likely that idea will be continued.

WQXR
NEW YORK'S FASTEST GROWING STATION
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

GUEST-ING

EDWIN LINSTROM on State of Pennsylvania program, Mar. 14. (CBS, 7:45 p.m.).

JAN PEERCE on "Your Hit Parade," Mar. 19, (CBS, 10 p.m.).

JUNE KNIGHT on "Hollywood Serenade" Thurs., March 17 at 10 p.m. EST via MBS.

FRANK SCULLY, writer, on "Meet the Author" program, March 16 (KMPC, 3:405 p.m.).

CARL ED, on "Cartoon Club of the Air," March 20 (WNEW, 6:45 p.m.)

NAT KARSON, scenic designer, on "Encores and Epitaphs," March 18 (WNEW, 4:30 p.m.)

JUDITH ANDERSON and FAY BAINTER, in "The Singing Strings" on Rudy Vallee program, March 17 (NBC-Red, 8:00 p.m.)

Spitalny Wins Award From Women's Ass'n

The Seventeenth Annual Women's National Exposition of Arts and Industries, through Mrs. Oliver Harriman, chairman, today will announce Phil Spitalny and his all-girl orchestra as winner of the third annual achievement award for most distinguished work of women in radio for the past year. Awards will be presented March 28 at the opening of the exposition.

Spitalny and his band will observe its fourth year as a unit tomorrow at a tea given by the Exposition today at which time the announcement of the winner will be made public.

KLZ
is the favored guest in most of the homes of the Denver-Rocky Mountain Region
• Local merchants know . . . and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.
CBS NETWORK 560 Kc.
Representative —The Katz Agency, Inc.



Wherever you find busy radio executives you will find Radio Annual for they realize the value of "knowing where to find it." . . . Radio Annual is complimentary to Radio Daily Subscribers.

★

NEW PROGRAMS—IDEAS

WROL Weekly Summaries

WROL in Knoxville is trying out a couple of new ideas, brand new ideas for Knoxville and probably new elsewhere. The first idea is that each week-day morning except Saturday at 9:00 this station presents a transcribed variety program known as the "Mixing Bowl" using Harry Moreland as m.c. Included in the chatter each day Moreland announces all contests and free offers on the station giving the time of the broadcast and how you may enter the contest or get the free offer. In this way these commercial and sustaining programs will get a "ready made" build up.

Second idea is the repetition of the five transcribed "Charlie Chan" episodes on Sunday night that were played during the previous week. No commercial is used but a credit is given to the regular sponsor for granting the permission. Thus listeners who have missed an episode or two during the week can hear these as well as the regular followers can review what has happened during the week.

Kiddies' Kitcheneering on KIRO

KIRO, Seattle, has inaugurated radio cooking lessons for kiddies as the novel Saturday feature of its new Home Service program series. This half-hour program is now broadcast every week-day, originating in the model kitchen of the Central Housing Information Bureau.

Program is directed by Helen Malloy, well-known home economist, and covers all branches of home making of interest to men, women and children.

"Doggy" Broadcast

On Wednesday afternoon at 4, WJW takes mobile transmitter W8XOA to the Akron Municipal Dog Pound, to open a series to be known as "Towser Town Tattler." Unclaimed purps will be "interviewed," described, and an effort made to have them claimed by owners or bought by interested persons willing to pay ransom. Broadcast scheduled for Wednesday and Friday afternoons.

Radio Execs Flocked To Capital Press Feed

Radio executives by the dozens were present at the White House correspondents dinner last Saturday. Frank R. McNinch, Eugene O. Sykes and T. A. M. Craven of the FCC were also present. Radio people included Lenox R. Lohr, Mark Woods, Clay Morgan, Niles Trammell, James R. Angell, John F. Royal, A. A. Schechter, William Rainey, Kenneth Berkeley and Frank Russell of NBC; also Frank Mullen of RCA.

Luther Reid, Jess Willard and Harry Butcher represented CBS; Robert Berger, Democratic National Committee; Lew Lehr, Fox Movietone; Curt Peterson, radio director Marschalk & Pratt; Sam Fuson, vice-president, Arthur Kudner Inc.; J. E. "Dinty" Doyle; E. M. Williams, United Press, and Harry A. Batten, president of N. W. Ayer completes the list.

Skelly Oil Renews "Heirs"

Chicago—Skelly Oil Company has renewed its Court of Missing Heirs broadcast for 13 weeks which will carry show into middle of July. Show is producing such results that it may be kept on straight through summer. It's aired over midwestern leg of CBS at 9:30 Sunday nights. Show is written by Jim Waters and Al Shebel with Fritz Blocki director and Peter Cavallo Jr., musical chief. Blackett - Sample - Hummert handles. Broadcasts have produced a half dozen legitimate claimants to fortunes up to quarter million dollars and about a thousand others whose claims are being investigated.

Airmail Week Reveals Further Radio Plans

Further plans for National Airmail Week were revealed yesterday when an announcement from headquarters stated that 48 State Chairmen have been selected to head activities locally. Plans for special broadcasts, etc., over the 748 radio stations in the United States and Canada are now being readied and will get under way beginning March 31. Charles H. Crutchfield, WBT program director, and radio director for National Airmail Week, is also readying blanks for the stations for the contest which is to be held among stations during the drive. Winner will be awarded a medal by FCC Chairman Frank R. McNinch.

WDNC Works Fast to Sell Timely Local Sports Show

Durham, N. C.—WDNC, sold a play-by-play accounting of the finals in the South Atlantic Basketball tournament last week within a two-hour period. The Durham Coca-Cola Bottling Co. took the show when it was learned that the local high school was set to compete in the play-off. Ken Gerard and George Case handled the show.

Pat Gordon on Ad Series

Chicago — Patricia Gordon, president of Princess Pat, Ltd., sponsors of a Tale of Today on NBC, will be the first speaker in the Thursday evening radio lecture series of the Chicago Federated Advertising Club, starting March 17. She will discuss advantages, limitations and facilities of networks, independents and individual stations. Marvin Harms of Young & Rubicam is chairman of the radio division of CFA.

Food and Food Beverages Was Bulk of WBS Mar. Biz

(*Continued from Page* 1)

turers. Soaps and cleanser makers were runners-up with 2,260 quarter-hours.

Total quarter-hours for the month from all classifications were 11,227, up 84 per cent over Feb. 1937. More than 400 stations participated in the business which was placed by 42 clients.

Complete breakdown follows:

Classification	Accounts	Station ¼ Hours
Automotive	4	1,471
Drugs & Toilet Goods	9	1,224
Foods & Food Beverages	11	5,540
Financial & Insurance	1	226
Household Appliances	3	210
Jewelry & Tableware	1	4
Laundry Soaps & Cleaners	3	2,260
Oil & Gas	2	100
Paints	1	182
Miscellaneous	7	10
Totals	42	11,227

PHILADELPHIA

A change is reported about to take place in WCAU's Women's Club of the Air. It is reported that Doc Levy, station prexy is dissatisfied with results and is planning some changes, with Carolyn Ann Cross former head of WIP's Homemakers Club in key position ready to step into a new spot.

Miss Cross who left WIP, after building up large following, is considered to be a top-notch organizer. At present the WCAU Women's Club is being handled by Elsie Carroll, Barbara Boyd and Helynne Larson.

After reading that WJR Detroit, has banned swing music of the old ballads, in RADIO DAILY, WFIL's g.m. Don Withycomb says that he sees no objection to injecting swing into the songs. Any musicians that feel the need of a jam session can come up to the studios and will be heartily welcomed. The station has invited Tommy Dorsey, in town for a vaude appearance to appear on the station's "Five O'Clock Revue," which has been accepted by him, and swing anything he wants.

With election time coming around again in Pennsylvania, stations are clearing time for political commitments, which are starting to be booked.

BOSTON

Armed only with a WBZ microphone and an asbestos vest, special events announcer Arthur Feldman invaded the Medford Marshes to give a description of the huge bonfire of old used cars which celebrated the close of National Used Car Exchange Week.

Bob Freeman of the WEEI production staff will sail with his orchestra on March 19 for Bermuda. Bob and the boys will play for dancing during the cruise.

Jordan Marsh, New England's largest department store, is using WCOP for a concentrated spot campaign in connection with their birthday sale promotion.

A. A. Schechter, in charge of news and special events broadcasting for NBC, in town visiting the WBZ studios of NBC.

Los Angeles

FRANK KELTON, formerly associated with Bill Harty in the Harty-Kelton agency, announces the launching of the Frank Kelton Agency, following dissolution of the former partnership.

Dr. Ernest Wilson has inaugurated a nightly "Unity Viewpoint" program on KFAC at 6:30-6:45 p.m. He will be assisted by Franklyn Kelly, baritone.

The Kleer Skin Institute now is participating in the sponsorship of the KECA "Bridge Club," with the Elwood Robinson Jr. agency handling the account, and Battle Creek Foods Co. has signed for participation in "Ann Warner's Chats with Her Neighbors" through the Erwin Wasey office in Chicago.

Dr. Adamantios Polyzoides returns to the air via KHJ-Don Lee on Tuesday at 8:30-8:45 p.m. with a new series commenting on world affairs. The Doctor is instructor of journalism and international relations at U.S.C.

The Terminex Co. of Southern California has signed for a series of spots on KMPC's "Your Beverly Hills" program, on a three-times-weekly schedule, and Milo F. Johnson has contracted for a quarter-hour Monday through Friday strip for his "Bible Fellowship" program, continuing for six months and heard at 6:45 to 7 each evening.

Celebrating a contract renewal, Hal Styles' "Help Thy Neighbor" program book general manager Lewis Allen Weiss of the Don Lee net for a "personal appearance'" Sunday.

Sam Pierce, KHJ continuity man and announcer, announced the arrival of Samuel Pierce III to his associates at the station last week.

Cliff Edwards, "Ukelele Ike," returns to the airlanes to headline a new weekly program on KHJ-Don Lee Wednesdays at 8:30-9 p.m. Katherine "Sugar" Kane will be featured with Cliff, and the music will be supplied by Carleton Kelsey, musical director at the station.

20th Century Radio Productions has started production on a new 39-episode waxed program aimed at the Australian market and already optioned by Broadcasting Service Assn. Ltd., Sydney.

Kenny Baker has been set for a personal appearance at the National Orange Show in San Bernardino on March 22, with Frances Langford going in the following day. Policy of presenting different outstanding personality each day of the citrus fair was sold to the Orange Show by Fanchon & Marco, which organization is handling the booking.

KNX "points with pride" to the fact that during 1937 some 18,383 separate broadcasts, totaling 6,831 hours, were made available to listeners. The program department's breakdown reveals that of this total 8,623 broadcasts and 3,004 hours were commercially sponsored and 9,761 programs, filling 3,825 hours, were sustaining. Program analysis on the basis of "type" classifies 6,214 programs, utilizing 2,174 hours, as of an "educational and cultural" nature, of which about one-third were sponsored and the balance sustaining, including 71 hours of religious broadcasts. The statistics are from the office of Charles Vanda, western program chief of CBS.

The new show for Union Oil to replace the long-lived "Thrills" on NBC Pacific Coast Red became an actuality with the signature of John Nesbitt, who will head the new program. Nesbitt, whose "Passing Parade" was muted when he signed to convert the series into shorts for M-G-M, returns to the air with the new program next month. Jack Runyon will supervise for Lord & Thomas, as he has in the past on "Thrills."

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
			4	5	6	
	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Greetings from Radio Daily

March 15th

James Allan — Billy Hare
Ernie Jones — Everett Mitchell
Charles Pease

☆ PROMOTION ☆

National Guard Tieup

WLBC has inaugurated something new in military broadcasts in a tie-up between the station and the Muncie National Guard unit. Ottis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLBC announcers follow the Captain with a mike and air every word. Captain Watters, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

Candid Camera Contest

A candid camera contest is being used in a promotion stunt by the WAAF feature, "Remember With Joy." Contest will end March 20, the first anniversary of the broadcast, at which time a winner will be named and will receive the award, a miniature camera. In the first year of the program, 795 requests for musical numbers have been received and 270 pounds of candy have been given away.

Local Talent Buildup

WHK - WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent. Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for immediate reference. Series of releases are to start this month.

Sign-Off News

A decidedly favorable listener reaction has greeted WAAF, Chicago, in its latest attempt to promote the station. A three-minute up-to-the-second news dispatch is aired immediately preceding the sign-off every night with a roundup of all important events aired in rapid-fine manner. Feature is an expansion of station's service, "News Brevities."

Juvenile Guest Artist

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 p.m.

Newsy News

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpf, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 p.m.

NAPA's Rate Card Has a $600 Minimum

(Continued from Page 4)

recorded music 6 program hours per week. The highest 15-minute fee shown on the rate card of the individual station, plus size of station, ability to pay and coverage will determine additional assessment.

No financial plans have as yet been worked out by the NAPA it was stated.

Litigations now in process and expected to be settled within the next month by NAPA include Lily Pons, Wayne King and Fred Waring, California; Connie Boswell and Abe Lyman, Chicago; Paul Whiteman, New York; Guy Lombardo and Ray Noble, Boston. All cases, with the Ray Noble cases as an exception, are against radio stations.

Officers of the NAPA are Fred Waring, president; Meyer Davis, vice-president; Frank Crumit, secretary and Dan Voorhees, treasurer. Recent new members to the board include Benny Goodman, Rudy Vallee, Grace Moore and Hal Kemp.

Talk of a tie-up with the American Society of Recording Artists on the coast was definitely out of order accordng to one of the NAPA officials. The ASRA is also seeking licensing but is not regarded as a "voluntary" organization.

Chicago

FRED FISHER, of La Fendrich Cigar Co., Cincinnati, in town consulting with Ruthrauff & Ryan and attending the Golden Gloves Boxing Tournament.

Broadcast Meat Products Co. of Chicago sponsoring David Lowe, film gossiper on WNEW six nights a week. Handled through George H. Hartman agency, Chicago.

Sidney Lachman, Chicago rep for ASCAP, taken to hospital.

Sammy White, syncopating pianist, of the Aunt Jemima show, almost collapsed during broadcast due to gastric attack.

Allie Flannery of WJJD Flannery Sisters team, tired of waiting for television, is doing commercial modeling.

WJJD Sports Edition to mark its 100th session next Wednesday with special party. A huge baseball bat made of ice cream and individual ones of same material havc been ordered for members of cast. With Editor Warren Brown on coast he will get his by air mail. Assistant Editor Russ Hodges will preside.

Harry McTigue, former WJJD announcer visiting here, before going to Florida to cover activities of Rochester ball club, he has been on air for Consolidated Drug Trade Products in St. Louis past winter.

Ervin Victor, WJJD staff announcer specializing in hillbilly stuff has distinction of signing on the station at 6 a.m. and signing it off at 7:30 p.m. He gets in a few hours sleep during the day, though.

Rex Maupin's orchestra has been named to provide musical background for new WMAQ dramatic series, Cross-Roads, featuring Anne Seymour, for Bath-O-Bloom. Sponsor is Monrie Chemical Co. of Quincy, Ill.

Frank Winge, Chicago Times editor-writer, will have his story of how he saved a paroled convict from conviction on a murder charge dramatized on the Philip Morris show on Saturday March 26.

. . . Did you know that at The School of Radio Technique, programs are directed, rehearsed, and Western Electric recordings made for presentation to sponsors and agencies?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg. Radio City, New York

Request Pa. Stations To Refuse Liquor Ads

(Continued from Page 1)

their present commitments not to accept further hard liquor accounts.

Station attitutes at the present time are non-committal on this situation. The request if accepted will affect mainly the independent stations, as they at present are the only ones accepting liquor accounts. No pressure has as yet been placed on the stations, nor does it seem likely that the control board will use more than moral persuasion, as it legally has no right to do so.

However, dry sentiment is strong among the religious groups and it is pressure from this source appears to be forcing the board's hand. If sentiment becomes strong enough what may likely happen is the removal of religious accounts from these stations carrying liquor advertising.

NEW ORLEANS

Jimmie Willson has opened up with a new program of songs over WWL at New Orleans, dedicating the period to requests. Results so far are favorable.

Ronald Hanell and his four Aces opened in the Fountain Room of The Roosevelt for the cocktail period. Broadcast several times daily over WSMB, WDSU and WWL.

The Four Kings of Rhythm are on the air daily over WBNO from the St. Charles hotel bar.

Lita and Jerry Marsh, are doing sophisticated songs in the Jung cocktail lounge and switching to the more conventional for their air work.

The Four Bachelors, singing from the Blue Room, have a burlesque of the "Rigoletto" quartet which is a scream.

NEW HAVEN

"We've Got a Lot in Common," written by Perry Lafferty, WBRY music director for a Yale dramat musical, hailed as a hit, and introduced by Larry Clinton at the Yale Prom.

Phil Buxbaum Jr., WELI sportscaster, at the mike for the Yale-Harvard swimming meet at the Payne-Whitney gym, sending the program to WMCA and Inter-City.

The Christian Science Monitor News reappears on WELI schedules daily at 11:30 a.m.

ONE MINUTE INTERVIEW

ARTHUR PETERSON

"Radio can perform a mission to the people by performing the works of Hendrik Ibsen. George Bernard Shaw has said that Ibsen is at least as great a dramatist as Shakespeare, and Ibsen will not require 'streamlining'. He wrote of problems which we are facing today, and his prose is ideal for broadcasting purposes".

☆ Coast-to-Coast ☆

WAYNE H. LATHAM, program director, WSPR, Springfield, Mass., has been elected honorary president of the Public Speaking Club of Springfield.

Earl J. Glade, Managing Director of KSL will speak this Saturday night at the monthly party of Salt Lake Chapter of the Utah Association for the Blind.

Because station was unable to put program on the air due to commercials, KTSM has been inviting opera patrons to hear Metropolitan Opera broadcasts from an NBC line fed to the lobby of the Hotel Paso del Norte.

Karl O. Wyler, KTSM Manager, was elected director of El Paso Chamber of Commerce and director of El Paso Sun Carnival Association. He was among five directors chosen from seventeen candidates.

WBAP's broadcasts from the Texas State Prison at Huntsville, Texas, scheduled to begin March 8, positively will begin March 22, and Governor James V. Allred will be there in person to open the series. This is the third postponement for the series, but Governor Allred has been on a speaking tour.

WMBH, Joplin, has instituted a 13 week series of programs for the Pope Beauty Shop which is written and presented by Maxine DeVaney, copywriter. Program consists of health and beauty talk which is preceded by a short poem.

WTMJ, Milwaukee, is presenting Mildred Cable, soprano, and Max Raskin, baritone, in the Jewish Center's musical fantasy, "Monesh."

W. J. Scripps, general manager, and Myron Golden, educationaal director of WWJ, addressed more than 4,000 students at Wayne University's all-college convocation last week on the subject of radio. C. C. Bradner, announcer, was speaker at the University's alumni luncheon held last Saturday.

Allen Prescott, the Wifesaver, is preparing his third book on hints to the housewife.

Ozarks News-bits, popular local news show aired daily at 9:45 a.m. on KWTO, has been renewed under the sponsorship of Faultless Starch Co., Kansas City.

Ice Cream Manufacturers of Springfield, Mo., effective April 1, will begin a new series of programs to be titled "Radio Spotlight" and featuring Floyd M. Sullivan, commentator. Program, which will be of an educational nature, will be written by Sullivan.

WPAY has re-arranged its broadcast schedule to make room for five new news periods with Robert Horn selected to handle the shows. Programs are a result of station's addition of UP service.

Jean de Rimanoczy, CBS violinist, travels 1,500 miles March 25 to make a guest appearance as soloist with the Calgary Symphony Orchestra at a special concert.

Ben Weaver, formerly associated with KWOS, Jefferson City, has joined the announcing staff of KWTO-KGBX, Springfield.

Karl O. Wyler, manager of KTSM, last week addressed an Open Forum at El Paso on British, American and Canadian broadcasting, and upheld the American system of commercial sponsorship. Wyler remained on hand after the talk to answer all queries put by the audience.

John Pearson, sales manager of KWTO-KGBX, announced that the station's February business was the largest in the station's history. Sales for the month reached a total of $46,000.

Foster Brooks, for the past seven years associated with WHAS, has resigned to join the staff of KWK effective today.

WBZA Makes Proposal To FCC on WBZ Split

(Continued from Page 1)

suffer from interference in 25 per cent of its reception zone at night.

The new proposal, advanced by WBZA's attorney, Horace L. Lohnes, involves a reduction in the power assignment at night from the proposed 1000 kilowatts to 500 kilowatts. This, Lohnes told the commission at a hearing, would preclude interference with the Canadian station.

Deny Any Discrimination Against Newspaper CP's

(Continued from Page 1)

plications were approached "in the same manner as any other."

Rumors were based upon the fact that the FCC recently denied applications of four newspapers.

"There has been no order curtailing the number of newspaper applications," Slowie said, "and until such time as there is newspaper applications will be considered from the same approach of any other."

WLW, Cincinnati

Red Top Brewing Co. is sponsoring a series titled "Headline Heroes," which gives recognition for valor performed by men and women.

After several weeks of original dramas written by members of station's continuity staff, the "Theater Digest" program heard Thursday nights will return to famous old plays and books. Owen Vinson directs the series.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. C. A. Snyder
J. Stirling Getchell, Inc.
405 Lexington Ave., N. Y. C.

My dear Mr. Snyder:

Congratulations and every good wish on your appointment as Radio Director of J. Stirling Getchell.

In this new position you doubtless will be faced with many recording problems. With our modernly equipped studios and expert engineers, International Production Studios can be of invaluable assistance in solving these problems.

Again—Congratulations! And may we have the opportunity of serving you?

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 52 NEW YORK, N. Y., WEDNESDAY, MARCH 16, 1938 FIVE CENTS

Sponsored Records Get Under Way

NAPA'S PETRILLO DEAL VERY MUCH UNSETTLED

Although indications are that Jos. N. Weber, president of the AFM does not approve of the idea, a committee representing the National Association of Performing Artists met yesterday with James C. Petrillo to further discuss the offer made to Petrillo of $100,000 to head the NAPA. While the meeting was private, it is believed that committee and Petrillo met to iron out certain barriers now standing between

(Continued on Page 8)

State of Louisiana Law May Tax Traveling Bands

New Orleans — That the state of Louisiana will attempt to stretch its income tax law so as to collect from traveling band leaders who play short engagements in hotels and night clubs with their name outfits, was seen here this week as investiga-

(Continued on Page 6)

CKLW Appoints Phil Fuss Its Eastern Sales Head

Philip A. Fuss, for the past three years member of the WMCA sales staff, has been appointed Eastern Sales Representative for station CKLW by Frank Ryan, general manager. Fuss will open offices here today. Before joining WMCA, he was with WOR for five years, also in sales capacity.

Renew Burns and Allen

General Foods Corp. yesterday renewed the Burns and Allen series, heard over 73 stations of the NBC, Red network every Monday, 8-8:30 p.m., for an additional 52 weeks effective April 4. Young & Rubicam is the agency.

YOUNG & RUBICAM SETS JELL-O SUMMER PROGRAM

West Coast Bureau, RADIO DAILY

Hollywood — Young & Rubicam agency yesterday definitely closed a deal for What Would You Have Done, sustaining teaser-type show which was cooperatively bankrolled and produced by CBS and the Music Corporation of America to replace Jack Benny who goes off the air for a 13 week summer layoff, commencing July 3.

Regular airing of this Tuesday night show mutes after tonight to prepare for the General Foods and Jell-O sponsorship under Young &

(Continued on Page 2)

Boston Exchange Seeks RCA Stock Trading Okay

Washington Bureau, RADIO DAILY

Washington—The SEC will hold a public hearing on April 7, on the application of the Boston Stock Exchange for unlisted trading privileges in RCA no par value $3.50 cumulative convertible first preferred stock. Hearing will be held at the same time when 14 other securities will be considered, and which the Boston exchange asked to have the same privileges.

KFBK's New Transmitter Ready for Friday Salutes

Sacramento—The McClatchy station KFBK will make its initial broadcast under newly increased power grant of 10,000 watts Friday night when a series of special shows are to be

(Continued on Page 7)

Chesterfield and Canada Dry Reported First Accounts Using 25-Word Advertising Announcements

"AIRMAIL WEEK" BEGINS CUTTING 15,000 DISKS

Initial step in the actual broadcasting schedule for the National Airmail Week gets under way tomorrow when Charles Crutchfield, radio director, Major Paul R. Younts, chairman, and James Farley, Postmaster-General, begin cutting a series of twenty disks for distribution among the 748 stations participating in the campaign. All told, 14,960 disks will be distributed for broadcast purposes.

Series will be explanatory in nature, and will feature a five-minute talk by Farley, which will be pre-

(Continued on Page 8)

Rep. Jenckes Sues Carter Philco-CBS Over Speech

Washington Bureau, RADIO DAILY

Washington — Congresswoman Virginia Jenckes of Indiana has filed suit with Congress and the FCC charging Boake Carter, CBS and Philco Radio and Television Corp., with being parties to a "vicious" distortion of her recent speech, according to the Congressional Record issued yesterday. Also attacking the FCC, Representative Jenckes declared here was an outstanding case of the FCC turning over to an alleged com-

(Continued on Page 2)

Despite the fact that manufacturers of records are facing a stiff battle with both the AFM and NAPA concerning the playing of records in public places, it has been learned by RADIO DAILY that one such manufacturer yesterday made two disks for the first time, containing commercial continuity.

In what is believed to be the first advertising campaign of its kind, 25-word announcements were inserted at the beginning of each recording carrying paid advertising for Chesterfield Cigarettes and Canada Dry

(Continued on Page 8)

TWO N. O. AFFILIATES HOLD OUT ON AFM PACT

New Orleans—Two NBC affiliates, WSMB and WDSU, are still holding out on the AFM local and will not sign IRNA contracts under the Plan of Settlement. All points have been agreed upon however with the exception of the closed shop which the AFM wants to apply to all programs excluding civic and religious broad-

(Continued on Page 8)

Networks Winding Up Austrian Rush Orders

Hitler's welcoming speech to the Austrian population yesterday was picked up by all major networks. Chancellor's speech ran from 5:30-5:48 a.m.

Except for some unforeseen developments, the CBS program last

(Continued on Page 3)

Fewer Ether Plugs May Result From ASCAP Publisher Meet

McNinch Reports Progress On Accounts for Licenses

Washington Bureau, RADIO DAILY

Washington—FCC Chairman Frank R. McNinch today reported "much progress" on the proposal of a uniform system of accounts for broadcast station licenses it was revealed here today.

"That phase of the work is coming along nicely," McNinch said, "and we may be able to make a report sooner than we think at present."

Special meeting of the publisher members of Ascap has been called for Tuesday, March 22, to decide on a proposed change in distribution of the society dividends. Chief reason appears to be a determination on the part of many publishers to get away from the distribution on the basis of performances, or generally speaking, radio plugs. Currently, the publisher share of Ascap income is divided on three points. This is based on a limited survey of total performances which decides 50 per

(Continued on Page 7)

Johnstone Speaks

The Great Johnstone from Great Neck, Long Island, otherwise known as G. W. Johnstone, Director of Public Relations and Public Features of WOR, delivered a speech yesterday before the local Teachers' Club. He spoke on The History and Development of Radio, inasmuch as he completes 15 years in the biz on March 23.

Fancy Pickup

Denver—KFEL had an exclusive Denver broadcast yesterday of Colorado's U. S. Senator Ed. C. Johnson when special transcription of his address was made in Washington and air mailed here. Talk was entitled Faith vs. Battleships. Disk was made by the Senator to acquaint the people of Denver with the Naval fight now being waged in the capital.

RADIO DAILY

Vol. 3, No. 52 Wed., Mar. 16, 1938 Price 5 Cts.

JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Mar. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131⅜	130	131⅜	+ ⅞
CBS A	17	16¾	17	+ ¼
CBS B	16½	16⅜	16½	.....
Gen. Electric	40	38⅞	39¾	+ 1⅛
RCA Common	6⅜	6⅛	6⅜	+ ¼
RCA First Pfd	48½	48	48½	+ 1¼
Stewart Warner	9	8⅞	9	+ ¼
Westinghouse	93⅞	91	93½	+ 2¾
Zenith Radio	143¾	143¾	143¾	+ 5⅛

NEW YORK CURB EXCHANGE

Majestic	1	1	1	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¾	5¾

Repeat for "Gang Busters"

Gang Busters, sponsored by Colgate-Palmolive-Peet Co., will institute a repeat airing for the west coast effective with the broadcast of April 27. New airing, which will be heard over eight stations, will be heard at 12 mid.-12:30 a.m. Program fades for an eight week period in June.

Hull Speech to Europe

Cordell Hull's speech on American foreign policy before the National Press Club tomorrow, 1:30-2:15 p.m., will be aired over CBS and relayed to CBC and BBC. Later speech will be translated into five different tongues and broadcast over W2XE, CBS short wave station.

Felix Knight Signed

Felix Knight, tenor, has been signed for six weeks on the Schaeffer Beer programs beginning March 24. BBD&O has the account.

More Power for Your Job!
WABY
NEW EQUIPMENT... NEW PUNCH!
ALBANY, N.Y.

F. C. C. ACTIVITIES

EXAMINERS' RECOMMENDATIONS

KLO, Ogden, Utah. CP to increase power to 1 KW., 5 KW. LS., be granted. 1400 kc., unlimited.

KVOL, Lafayette, La. CP to increase power to 100 watts, 250 watts LS., be granted. 1310 kc., unlimited.

HEARINGS SCHEDULED

April 12: George W. Taylor Co., Inc., Williamson, W. Va. CP for new station. 1370 kc., 100 watts, daytime.

Roberts-McNab Co., Livingston, Mont. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

April 19: KIDO, Boise, Idaho. Mod. of CP. 1350 kc., 1 KW., 5 KW. LS., unlimited.

April 21: Birmingham News Co., Birmingham, Ala. CP for new station. 590 kc., 1 KW., unlimited.

Kanawha Valley Broadcasting Co., Charleston, W. Va. CP for new station. 1500 kc., 100 watts, unlimited.

Pacific Radio Corp., Grants Pass, Ore. CP for new station. 1320 kc., 500 watts, daytime.

Voice of Detroit, Inc., Detroit, Mich. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Cadillac Broadcasting Corp., Detroit, Mich. CP for new station. 1140 kc., 500 watts, daytime.

WWPO, Inc., Pittsburgh, Pa. CP for new station. 1120 kc., 250 watts, unlimited.

Times Printing Co., Chattanooga, Tenn. CP for new station. 1120 kc., 500 watts, 1 KW. LS., unlimited.

Martin R. O'Brien, Aurora, Ill. CP for new station. 1250 kc., 250 watts, daytime.

April 25: Pinellas Broadcasting Co., St. Petersburg, Fla. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Juan Piza, San Juan, P. R. CP for special station. 4797.5, 6425, 8655 kc., 1000 watts, unlimited.

KMED, Medford, Ore. CP to change frequency and increase power to 1320 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

WIBX, Utica, N. Y. Mod. of license to change power to 250 watts, unlimited.

Rock Hill Broadcasting Co., Rock Hill, S. C. CP for new station. 1310 kc., 100 watts, daytime.

KGBX, Springfield, Mo. CP to change power to 1 KW., make changes in equipment and directional antenna for night use.

KWTO, Springfield, Mo. CP to install directional antenna for night use, change hours of operation to unlimited with use of 1 KW. power nights.

KGVO, Missoula, Mont. CP to make changes in equipment and change power to 1 KW., 5 KW. LS.

Young & Rubicam Sets Jell-O Summer Program

(Continued from Page 1)

Rubicam production guidance. An interesting sidelight is that CBS nursed the series into commercial acceptance for the NBC release.

Understood that the D'Artega orchestra was signed some time ago for the summer Jell-O show having played it last season.

Garceau to Crosley

Indianapolis—John S. Garceau has resigned as advertising manager of the home appliance division of Fairbanks-Morse & Co. to join Crosley Radio Corp. of Cincinnati as advertising manager. Garceau replaces Glenn H. Corbett, who resigned.

Mexican Rep Firm

Chicago — William Pugh, formerly with Ray Linton & Co., has opened Mexican Radio Sales, a rep firm for Mexican stations at 360 N. Michigan. Pugh was formerly associated with United Artists Studios.

Hinds Ambrosia Campaign

Hinds Ambrosia, through Monroe F. Dreher Inc., is planning to use radio in key cities as part of its spring and summer advertising campaign.

JOSEF CHERNIAVSKY

WLW
THE NATION'S STATION
CINCINNATI
"The Musical Cameraman"
Every Sunday 6 P.M. EST.
NBC Blue Network

Rep. Jenckes Sues Carter Philco-CBS Over Speech

(Continued from Page 1)

mentator the facilities of 59 broadcasting stations "in order that he might untruthfully destroy and change the meaning of utterances of a regularly elected member of our nation's Congress."

Diener's New Agency

Chicago—William L. Diener, Inc., has been organized as a new advertising agency at 919 North Michigan Ave. Accounts to be handled by agency include Knape & Vogt Mfg. Co., Grand Rapids; Martin Band Instrument Co., Elkhart, Ind. and Story & Clark Piano Co., Chicago.

Join CBS Research Dep't

Oscar Katz, Fred Mahlstedt and Clifford P. Hougland have been added to the CBS research department. They are all working under the direct supervision of Dr. Frank Stanton, manager of the division. Mahlstedt was formerly with Arthur Kudner Inc. Hougland comes from the insurance field and Katz was with National Markets Analysis Inc.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

COMING and GOING

JANE PICKENS, vocalist, leaves today for Hollywood where she will take a screen test.

LEO FITZPATRICK, vice-president and general manager of WJR, Detroit, returned home last night via plane.

CLARK A. LUTHER, manager of WOC, Davenport, is in town.

JOE RINES, band leader, is en route back to New York from Miami.

LINTON WELLS, commentator heard on the RCA program, left last night for Montreal to arrange for Sunday's pick-up.

ANNE JAMISON leaves for New York following her Hollywood Hotel broadcast March 18 in order to fill concert commitments in the east.

RMA Meeting in Chicago

Chicago—The Radio Manufacturers Ass'n will hold its annual convention at the Stevens Hotel on June 7 and 8, Leslie Muter, president of the Muter Co. of Chicago as well as of the RMA, has announced. The National Parts Trade show will be held in conjunction with the RMA session, starting June 8 and continuing four days.

Air Swedish Prince Arrival

MBS is planning to air the arrival of Crown Prince Gustave Adolph of Sweden, June 26. WFIL, Phil., as a key station, will feed Mutual with the shows June 26-27 which will be the 300th anniversary of the Commonwealth of Penn.

STATION
W
N
E
W
NEW YORK
Serving New York and New Jersey
24
HOURS A DAY

PHILADELPHIA

Bill Ware who now conducts the early morning broadcast over WCAU gets into the studio 5 a.m. in order to go on the air at 7:45 a.m.

Leroy Miller and Don Haeyworth of the KYW announcing staff have been selected to announce the Tommy Dorsey broadcast from Philly.

Joe Jenkins who is now being featured on the Mood Indigo program over WIP is a member of the U. of P. Mask and Wig Club.

George Opp, radio editor of the Ledger who will appear on Dr. Hagen's True or False over Mutual, will be able to hear himself on the air when WFIL, unable to clear time, disks the program and puts it on an hour later.

Van Wallen, producer of the Wallen Players over WDAS, has just sold two plays to the Penn Publishing Co.

Bill Dyer, WCAU sports commentator leaves Philly to visit the training camps of the American and National League clubs; guests speakers will fill Dyer's spot.

KYW's Symphony Club Orchestra under the direction of William Happich, makes its network debut shortly.

John Harrison, who was recently awarded a first class radio telephone operator's license by the FCC, joins the engineering staff of WIP.

Carlotta Dale, songbird of the KYW Top Hatters, is now being heard on her own program over the red network.

Annabelle Adams, director of WIP Homemakers Club, will be the guest speaker of the monthly reception of the Penn Athletic Club Women's Group.

Don Bovay returns to WCAU after a vacation in the West.

Jim Harvey is now conducting KYW's newest feature, the Camera Club.

The Stewart Sisters heard on WCAU, first gained fame in Hollywood when they worked with Walt Disney in his production of the Three Little Pigs. The sisters voices were used in the film.

Albert Lymer presents a new series of exercises for women over WIP, called Bend Down, Sister.

Pat Stanton's "Merry Go Round" program heard over WDAS is scheduling a series of guest shots; with Fats Waller signing the guest register on the reception room wall.

The Saturday evening Vincent Varieties on WCAU, featuring Larry Vincent and the Stewart Sisters inaugurate a new series with the presentation of old time memory songs.

With the primaries due in May, and both major parties, split wide open with candidates, stations are looking forward with keen interest to the anticipated business. Last November's campaign was a gold mine to stations as they carried the bulk of the campaign publicity, with newspapers running second.

First in local accounts in Chicago
WGES
(In the heart of Chicago)

☆ PROMOTION ☆

WIP Coverage Map

WIP, Philly, has issued a new coverage map showing that the total population served covers an area of ten thousand square miles and contains some 6,934,580 people, with 1,282,897 radio homes.

Breakdown shows an area of 535 square miles covered by a signal of 10 millivolts and serves a population of 2,847,148; an area of 2,941 square miles is provided with a signal of 2 millivolts and confines a population of 3,661,899. With a half millivolt signal, coverage is made into Maryland, most of New Jersey and one county in New York and nine counties in Pennsylvania.

Lone Ranger Tieup

With the advent of WFIL's Lone Ranger disk series, department stores sales of cowboy suits, masks, and etc. have skyrocketed. At present station has some 2,500 Lone Ranger troops formed with 10 members to a troop. 18x10 legal-looking charters for the troops are being mailed to 5,000 persons. Average mail received daily is running about 800.

Station has made tie-up with newspaper to carry column of lone ranger news, and with theaters running the movie serial. Safety awards are being made weekly of bronze plaques to the troop making the greatest contribution to highway safety during the week.

Brochure on Simonds

WFIL have issued an illustrated brochure on their ace sports commentator Hal Simonds. Booklet gives historical background of Simonds, and his program called "Sports Page of the Air", which has been on the air since 1931 and has been sponsored 92 per cent of the time. Mail response to program has grown from 13,451 in 1932 to 31,695 in 1937. In the month of February this year mail ran a high of 6,728 pieces, covering seven states, 55 counties, and 321 different communities.

Koin Aids Wild Life

Portland, Ore.—With several ardent sportsmen on the staff, KOIN here will give full support to National Wild Life Restoration Week, proclaimed by President Roosevelt to begin March 20. In addition to cooperating with the National Wild Life Federation with a series of announcements, the station will place a wild life conservation stamp on each outgoing piece of mail.

High School Forum

WLBC, Muncie, dipped into the ranks of the local high school in presenting a new feature to be known as "Young America Speaks." Program is patterned after a forum with members of the World Topic classes participating. Programs will emanate from studios of station.

Networks Winding Up Austrian Rush Orders

(Continued from Page 1)

night finished up the short-wave programs from Austria. Alvin Steinkopf, AP's Vienna head, was introduced by Edward Murrow for a quarter-hour talk.

Mussolini is scheduled to deliver an address before the Italian Chamber of Deputies today. Speech will be broadcast over CBS at 11 a.m.

Birthday Stunt DeLuxe

Radio will combine to celebrate the King of Jazz, Paul Whiteman's birthday on March 28 with a series of broadcasts to be heard over stations from March 20-26. Opening program will be a guest appearance by Whiteman on Mary Margaret McBride's program March 22. On the same date Ireene Wicker will salute the maestro. On March 23, Andre Kostelanetz conveys greetings on the Chesterfield show. March 25, Chesterfield program, special programs over WNEW and WINS. March 26, Coca Cola program. March 27, a birthday party at the Casa Manana. March 28, honored on all CBS programs. Mildred Bailey and Morton Downey will unveil "Door of Opportunity" at the Whiteman office.

Adapt Program as Game

The MBS program, "Let's Play Games," written by Jane Martin, is being written into game form by Parker Bros.

KANSAS CITY

The KMBC Texas Rangers have been aired via ET's this week due to illness in the ranks, Rod May no sooner reporting back to the studios than Bob Crawford had to retire because of a sprained ankle.

Chuck Logan, Transradio press chief, is back at his desk following the death of his mother at Centralia, Ill.

WDAF went on the air last week with a thrice-weekly quarter hour live talent show for the K. C. Power & Light Co., titled "Helen Hamilton —Strictly Feminine." Betty Sweeney of the WDAF staff airs the show, which is scripted by Helen Hamilton and Mrs. Adrian Sorrells.

KCMO has sold a series of 546 spots to Curtis Candy Co.

KCKN's recently inaugurated "Search Party" program is set for Saturday night airings from the stage of the Electric Theater. Owen Balch conducts the feature which is sponsored co-operatively by ten local business firms.

When the first three planes out of the California flood area arrived here during evening hours devoted to network programs, KMEC sent announcer Fred Edwards to the airport to make recordings of interviews with passengers so that the feature could be aired on a later spot that evening.

Kenneth Kay, WHB crooner, is doing a daily quarter hour commercial for Bentley's clothing company.

Erle Smith, KMBC newscaster, is billed for four speaking engagements during the remainder of the month.

SMALL TOWN HABITS?

sure they differ • • • one city from another • • • just as neighbors on one street do • • • but their needs are identical with the world • • • in Michigan's eight major markets there are hundreds of these lively communities • • • plus several cities of 50 to 100 thousand population • • • where people prefer their "neighbor" radio station • • • these markets are united as one peoples by • • • •

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

Los Angeles

Betty Suttor, Australian radio actress, arrived this week to try her hand at American radio. She was a member of the 2GB and 2UE stock company in Sydney for the past year.

"Rhythm In The Breeze" is the euphonious title of a new CBS Pacific Coast program airing Saturday nights at 8:15 to 8:30 over KNX. Ivan Ditmars conducts the orchestra, and Mary Lou is the featured vocalist.

The KHJ-Don Lee "Marines Tell It to You" show goes Mutual network, and changes time to Sundays at 6-6:30 p.m. PST, coincident with the transcontinental airing. Captain Bayliss collaborates with Julian Steyskal on the scripts, and production is credited to Clinton Jones. Series has been on Don Lee for three months, sponsored by the 7Up beverage firm, which is an account of the Glasser Advertising Agency.

Students of Belmont High School on Friday took over operation of KEHE, local Hearst station, and had complete charge of programming, production, scripts and every phase of its functioning.

Radio Beam for Chicago

Chicago—Chicago's Municipal Airport is to have a new $100,000 radio beam station to guide airplanes to and from the field. U. S. Dept. of Commerce will construct the new station on a tract of land to be rented by Chicago Sanitary District. Station will consist of four radio towers, each 130 feet high, which will send out beams in four directions.

Tayton Cosmetics "Heroines"

Chicago — Tayton Cosmetics has launched new show titled Today's Heroine over WJJD three times a week. Outstanding women of Chicagoland will be saluted for their achievements with a bouquet, when they are interviewed on show by Frances Martin. Women will be nominated by listeners.

Bob Kaufman to KYSM

Chicago — Robert Libby Kaufman, formerly program director of WBBM, and later with KMA, Shenandoah, Ia. and WLS, Chicago, has been named manager of KYSM, Mankato, Minn., station which is shortly to go on the air on 1500 kc., 250 watts, daytime and 100 at night.

LISTEN TONITE TO
DORIS RHODES
6:05 P.M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

MAIN STREET WITH OL' SCOOPS DALY

● ● ● **PERSONAL Postcards To:—Jay C. Flippen: To fill the spot you vacate next week at WHN the following people auditioned as your successors—Henny Youngman, Marty May, Pat West, Georgie Price, Jack Waldron, Ray Knight and a coupla others of that calibre. All of them are network personalities. Yet, for some unknown reason, you haven't a network show yourself....Eddie Cantor: When you introduced Belle Baker at your after-broadcast show last week, the audience howled, stamped their feet, whistled and applauded for Belle to sing. She, too, deserves network recognition—yet hasn't been "discovered" yet. As a reputed master-showman, may we ask you why?....Minsky Brothers: Abbott & Costello, the team on the Kate Smith show don't use a script for their broadcasts—being graduates from your burlesque....Donald Flamm: That young lady who was up to see you the other day regarding an audition for some sort of a fashion show came to you for sentimental reasons. She's Gabriel Heatter's daughter, Maida, who wants to break into radio via the same route her pappy did—WMCA....Paul Whiteman: The little boy that stared at you in the lobby of the Essex House last week was Brother Robbins—who was debating whether you should replace another bandleader in his personal "feuds."**

● ● ● *Jack Pearl: Lou Huston, scripter for KFOX, Long Beach, Cal., is throwing away his Grimm's Fairy Tales in favor of the World Almanac as a source for the unbelievable. Seems that some time ago Huston thought he was topping your Munchausen when he created a Billiard Ball Mesa for a local in one of his fantastic comedy sketches. This imaginary mesa was supposed to be covered with huge stone balls which rolled around when the wind blew....Now a scientific magazine comes out with the item that such spheres do exist, fashioned by nature with wind and rain, near Minneapolis, Kansas....Arthur H. Samuels: Mrs. Robert Berentsen, who does "Mrs. Thrifty-Buyer" via WHAM, Rochester, has written over 1200 episodes to the show, played the lead, part of the maid, Violet Brown-Aunt Sadie Buyer and Brown's little boy, Sammy.*

● ● ● **Joe Rines: There's a deal pending for you to take over the musical reins (no pun intended) of a ciggie show to be heard twice weekly on your return from Miami. A comic will be featured....Harold J. Rome: The fellow who plays the other piano for your "Pins & Needles" show, Baldwin Bergerson, is the composer of some of Elsa Maxwell's "Who's Who" score....Ted Hammerstein: Your "Music Hall" which fades this week returns in the fall on another network....Dick Powell: Funny that on the WB show, Bob Hope—a Paramount star—should be the clicker—and on the Metro show, Connie Boswell, a contemporary contracted singer, is the hi-spot....Al Jolson: In case you're interested in who wrote that story under your by-line in Jack Dempsey's mag—it's Tim Marks of the Earle Ferris office....Chi. Mob: Jack Major will be in your midst next week playing at the Oriental there....Bill Lewis and John Royal: Last week we addressed one of these to you—and also Nat Abramson re: Al Shayne. He was signed by Abramson yesterday.**

● ● ● *Grantland Rice: Press Agent Ed Dukoff is handling Pigskinner Larry Kelly for radio....Block & Sully: Mrs. David Freeman, widow of your former scripter, has taken a leave of absence from the Shubert press dep't to put final touches to her play "Women Without Men"....John S. Young: Nelson Olmsted, wordslinger at WBAP, Fort Worth, Texas, will be married June 9....Richard Brooks: This is something you may be interested in for your newscast. Daniel Boone has a new relative. At least he's a relative of some sort but the Boones of Laurel, Ind., can't seem to identify him as part of the family tree. Francis "Jake" Higgins asked WLBC's Old Ranger if he knew Bab Boon? Hence relatives in Laurel, Ind., of Daniel wrote the Old Ranger for more specific information!*

Chicago

BORIS KARLOFF due here Sunday to begin rehearsals for his five guest appearances in NBC's Lights Out. First vehicle will be the Cat Wife, on which listeners in great numbers have asked that he play. Other four plays will be new ones by Arch Oboler.

Janice Chambers, 12-year-old operatic singer, who won distinction on a Morris B. Sachs Amateur hour on WENR has been signed by Zeppo Marx and will go to Hollywood.

Bob Becker's Dog Chats on NBC, with rebroadcast for WGN, for John Morrell's Red Heart Dog Food, will fold in April.

Commander E. F. McDonald, president of Zenith Radio Corporation, and party aboard the Mizpah who have been touring South American waters, have radioed that they are at Trinidad and expect to start the cruise northward to Miami.

Quaker Oats has switched the order of appearance of its Aunt Jemima, Cabin at the Crossroads and Margot of Castlewood, the former now being aired first instead of last.

William R. Cline, WLS sales manager, has some of his candid camera shots on exhibition at the Zeiss Ikon show at the Palmer House.

Square dancers at WLS National Barn Dance shows are appearing in new costumes — poke bonnets and dubonnet percale dresses splashed with posies.

Clark Dennis, NBC tenor featured on Fibber McGee show, has joined lineup of entertainers at the Chez Paree.

Doug Hope, comic interviewer, will launch new half hour series on WJJD in which each day he will interview two persons challenging them to tell the truth for two minutes. Martin Jackobsen will be on the show with Hope. Musical transcriptions will be featured.

Sam Geison of Tom Fizdale staff has resigned and will return to New York for a few days before going on to Hollywood.

Margarette Shanna, headliner of Arnold Grimm's Daughter, has joined Quaker Oats Margot of Castlewood lineup in new role.

UNIVERSAL
RIBBON MICROPHONES

An all-purpose microphone. Plug in and use. Unconditionally guaranteed.
MICROPHONE DIVISION
Universal Microphone Co., Ltd.
424 Warren Lane Inglewood, Calif.

AGENCIES

ABBIE CARUTHERS has been named radio director of Oakleigh R. French & Associates, St. Louis. Appointment becomes effective immediately.

LEO NEJELSKI, advertising manager of Swift and Co., Chicago, announces an increase in the family. Baby has been named Paul Arthur Nejelski. Swift's now on air with Sunbrite Junior Nurses Corps.

NATE PERLSTEIN, publicity director for Morris-Shenker-Roth, Chicago, has gone to Hollywood for fortnight.

A. A. FIERRO has joined William R. Harshe, Inc., Chicago, publicists, to handle Congress Hotel account.

HARRY FERRY, vice president of Cramer-Crasselt agency, Milwaukee, has opened offices as advertising and sales economist at 8 South Michigan Avenue, Chicago.

DEWEY BERTKE of Lord & Thomas, Chicago, is back from a cruise in the Caribbean.

FRENCH EASON, vice president of L. W. Ramsey Co., has gone to Hollywood to look after F. W. Fitch interests.

RICHARD GARNER, formerly with H. W. Kastor & Sons, Chicago, has been made head of local Joseph Hershey McGillvra office.

CLARKE BROWNE has been named director of market research at H. W. Kastor's succeeding C. C. Chappelle, v.p., who recently was named vice president of the American Marketing Ass'n. W. R. Watson, formerly of WLS, has joined the Kastor sales staff.

JOSEPH KATZ, president of the Katz Agency, will speak on the Baltimore Radio Forum, March 15, over WBAL on the subject, "Advertising—And You."

J. M. KORN & CO., INC., Philadelphia, has been appointed advertising and merchandising counsel for the Chester Brewing Co., Inc.

H. O. STONE, secretary of the Izzard Co., Seattle, has just returned from a 10,000 mile motor jaunt through Western and Southwestern states and into Mexico.

The London office of N. W. Ayer & Son has been moved to Bush House. Douglas J. Meldrum is in charge of the office.

More Thesaurus Buyers

Four new subscribers have been signed for the NBC Thesaurus service, namely KLAH, WCSH and OAX4I and OAX4J of Lima, Peru.

Renewals have been received from CKPR, WAIR, WAAT, WIBG, KQW, WOW and HP5K and HP5O, Colon, Panama.

Dr. William Moulton Marston
Originator of the Lie-Detector
Author of the Two Current Best-Sellers
"Try Living" & "The Lie Detector Test"
exclusive management
DOROTHY WORTHINGTON
501 Madison Ave., N. Y. WI 2-2759

☆ Programs That Have Made History ☆

WJR's "Mrs. Page"

IN "Mrs. Page," WJR has a program which, the Detroit station's executives maintain, upsets every theory of commercial broadcasting. While radio editors and "Vox Pop" yell to high heaven that the air is filled with an over abundance of advertising ballyhoo, "Mrs. Page" goes blithely on her way with nothing else but.

"Mrs. Page" is Ruth Franklin Crane of the WJR staff and when she started the program of "Household Economies" something like ten years ago she told the housewife how to make a cake, how to save on her meat bill, how to make her husband happy though married and all the other fol-de-rol that usually goes with such a program.

Then the sponsors began to move in and it wasn't long before there wasn't any room for "sustaining" features. It became just a matter of straight commercial, dressed up to make it interesting. Now the sponsors are waiting in line for a chance to get on. Originally six a week, there are now nine spots and there might be more if the WJR big shots didn't fear that they might press a good thing to far.

Miss Crane limits the number of sponsors on each program to seven, which means that each one gets about two minutes. There isn't any pussyfooting—She gets right down to brass tacks and does a straight-from-the-shoulder job of selling. Back of it she does a lot of research and writing in addition to the copy sent her by the agency. She's thorough in her work and doesn't waste words.

Why does such a program succeed? First of all because Miss Crane is fussy about her sponsors. Maybe she wasn't so particular in the formative days, but today she has to have personal faith in the product or it is "out." Her voice and her "copy" carry conviction and sell merchandise.

Miss Crane believes that women who make a business out of the job of housewife are eager to know of new products (or old) which will save them time and money. They read long advertisements in newspaper and magazine, so why should they turn off a radio speaker who is telling them the things they want to know? She has found that her theory is the right one.

One Chicago agency, which has been with her from the start, has tried repeatedly during recent months to take over the entire program. The offer has been refused for the very good reason that the station doesn't propose to let down other sponsors.

The mail response is always large and grows to great proportions when there is a "bait." But the thing which pleases "Mrs. Page" most is the intimate correspondence which comes to her.

With the expansion of the schedule from six to nine programs a week, "Mrs. Page" has now inserted a new thought of selling Advertising as well as merchandise. To combat the forces at work to discredit modern advertising, she has prepared a series of short talks—three a week—which explain convincingly why an advertised product comes to the consumer at a lower cost. It is an added punch to a campaign that had already proved one of the most effective ever put on the air.

WOPI's "Roy's Radio Column of the Air"

"YOU understand, of course, that this is a hobby of mine, so, of course, I would expect no compensation for preparing this feature"—so wrote Roy C. Nelson, to W. A. Wilson, vice-president and general manager of WOPI, Bristol, Tenn.-Va., in meekly requesting an interview and audition. That was the inception of what is now one of the most popular weekly programs over that station.

"Roy's Radio Column of The Air," as the program is known, is 15 minutes of informal fireside patter, poems and readings of well-known and loved prose, with musical interlude. While in the main the poems and prose are from Nelson's own scrap book, collected from his many readers during the years his column has appeared in the Elizabethton Star, new and original themes submitted by listeners are welcomed and used .

While refraining from answering questions, or presenting solutions of intimate problems, as often requested in letters from fans, Nelson does subtly interject helpful philosophical hints into his poetry and prose.

In its second year, the program, which has a large and rapidly growing mail response, is sponsored by Sterchi Brothers, local distributors for Philco Radios.

Heinz Mag. to April 10

Heinz Magazine of the Air, broadcast over the CBS network Sundays, 5-5:30 p.m., will be extended until April 10, before fading it was announced yesterday. Additional programs will feature Mark Warnow's orchestra and choir and Channing Pollack. Maxon, Inc., has the account.

OFF-THE-AIR RECORDINGS
TRANSCRIPTIONS OF ALL TYPES
REHEARSALS
All at Modest Prices
SILVER-FRANK, INC.
1650 Broadway Circle 7-2777
New York City Circle 7-2797

GUEST-ING

ART TATUM, blind negro swing pianist, and CHARLEY BARNETT, saxophonist, on the Saturday Night Swing Club, March 19 (CBS, 7:30 p.m.).

FRANK CRAVEN, in Our Town, on the Kate Smith hour, March 24 (CBS, 8:00 p.m.).

RAYMOND SCOTT QUINTET, on Hollywood Showcase, March 17 (CBS, 10:30 p.m.).

MARTHA SCOTT, on Bide Dudley's program, (WOR, Friday 11:15 a.m.).

GABRIEL HEATTER, on the Pat Barnes Barnstormer program, (WOR-Mutual, Saturday 8:30 p.m.).

MARTIN BIERNE, Irish musician, and the ETON BOYS on Ray Block's Varieties, March 17 (CBS, 3:00 p.m.).

MAJOR JOHN BASSETT, president of Montreal Gazette, interviewed by Linton C. Wells on Magic Key program, March 20 (NBC-Blue, 2:00 p.m.).

JOAN BENNETT, screen star, in "Shadow-Light" on Hollywood Playhouse, March 20 (NBC-Blue, 9:00 p.m.).

BESS JOHNSON, on "On Broadway" program, March 20 (NBC-Blue 3:00 p.m.).

NINO MARTINI, on Ford Sunday Evening Hour, March 27 (CBS, 9:00 p.m.).

LUCY MONROE, ELISSA LANDI on "Hammerstein Music Hall", March 18. (CBS, 8 p.m.).

ARTHUR TRACY, The Street Singer, appears on the Al Pearce program March 22 (CBS, 9 p.m.).

PAUL WHITEMAN to be interviewed by Mary Margaret McBride March 22 (CBS, 12 noon).

JACK BENNY and JOE PENNER will appear on the fifth anniversary program of Phil Baker, March 20 (CBS, 7:30 p.m.).

BETTE DAVIS in scenes from "Jezebel" on Hollywood Hotel, March 25 (CBS, 9 p.m.). HELEN GAHAGAN on same broadcast as soloist in place of Anne Jamison.

TAMARA on the Paul Whiteman show, March 25 (CBS, 8:30 p.m.).



PROGRAM REVIEWS

Norman Corwin

Appearing on the RCA Magic Key program Sunday 2 p.m. on the NBC-Blue network, Corwin gave out one of his delightful travesties on Mary Had a Little Lamb, easily the highlight of the show. Modernized version portrayed how it might happen in Times Square traffic with the cops arriving in radio cars; conservative dailies reporting it; how a Hollywood story conference would work it out; as Gertrude Lawrence would handle it for a play, and a gabfest at a surrealist gathering.

Great Plays

WMCA new series of plays suitable for Lent and sponsored by the Church of St. Mary the Virgin, got under way Sunday 8-8:30 p.m. First production was Charles Rann Kennedy's The Terrible Meek, a modern miracle drama originally produced in 1912. Adaptation for radio was made by Maryverne Jones, and featured players were James Bell, supported by Hilda Spong, and Hugh Williams. Cast handled the English characterizations effectively and the production was well paced and fairly smooth throughout.

Rhythm School of the Air

WNEW has unearthed a new scintillating emcee in Lanny Grey who is presiding over the Lanny Grey Rhythm School of the Air, new series which has been selected to fill the half-hour recently dropped by Allen Kent. Assisted by an expert cast of foils, the program is paced swiftly with clever gags and really good music. Lucille and Lanny, duo featured on WNEW and NBC, lead the show into its musical phase with Don Richards and Mary McHugh handling the solos. Jimmy Rich, former partner of Al Courtney, takes care of the organ in a manner to be envied. Program should definitely fill the void left by Courtney who has switched to WINS.

CANADA

Sunday marked the 15th anniversary of CKY, Winnipeg, and D. R. P. Coats broadcast one of his "Between Ourselves" talks in which he told of the station's early history.

Everall Dutton, news service editor at CJRC, Winnipeg, has been appointed news commentator and will be heard on all news broadcasts over the station in future.

Programs produced by Canadian Broadcasting Corp. in December, 1937, totaled 1,340, against 788 in December, 1936. National network broadcasts made up 55.6 per cent of the total. French network received exclusively 369 programs or 27.5 per cent.

Farnsworth Gets Award

San Francisco — Philo Farnsworth, television inventor here, has been given certificate of Eta Kappa Nu, national engineering society, as "outstanding American engineer."

ORCHESTRAS - MUSIC

By TED LLOYD

WITH THE DECISION to make twelve pictures less for the coming year, Paramount Pictures reduction in schedule showed its fangs in the music subsidiaries, Famous Music and Paramount Music....It was itemed recently that Sam Coslow, one of the country's outstanding tunesmiths would be dropped from the Paramount payroll April 1st, among other writers. The 25 per cent general reduction has now entered the East at Paramount Music, renamed from Popular Melodies. Here, "Baron" Elmore White, formerly professional manager for Robbins, who resigned to accept a similar post with Paramount last August, has been notified that Charlie Ross, at present employed under him, would assume White's duties....Rather than reduce salaries, it was decided to shave off the people in the higher payroll brackets in which White is classified. His work with "Ebb Tide," "The Big Broadcast" score, etc., have been more than satisfactory, it is generally known....Harry Santley, plugger at Famous will be moved to Paramount. Sidney Kornheiser is still general manager of both firms with Lou Diamond as prexy....From a reliable source it is learned that all other firing will be outside of the professional depts....Murray "Pretty-Boy" Weisel remains with Famous as before.

Gene Krupa, drummer-boy for Benny Goodman's crew, who quit last week to form his own band to be handled by Arthur Michaud, who originally handled Goodman, and is now the mentor for Tommy Dorsey, et al, has acquired Jess Stacey, piano-pounder, and Harry James, first trumpeteer from Goodman, for his aggregation....Teddy Wilson, colored ivory-tickler and mainstay of the Goodman Trio and Quartet, is also severing his connections with Goodman....It isn't known yet whether Wilson will go with Krupa or form his own band... No matter the course Wilson cares to follow, Lionel Hampton, xylophonist-supreme, will trail along with Teddy...Rockwell-OKeefe will handle the combo.

Sammy Kaye and his "Swing and Sway" band have again postponed their trip East to continue indefinitely at the Terrace Room of the Hotel Statler, Cleveland. The band, originally scheduled for a four-week engagement, is playing its fifth month at the Mid-West spot.

Donaldson, Douglas and Gumble, with Addy Britt as professional manager, will remain on its own feet and not be bought out by any other publisher. Firm has a hit in a song from the Casa Manana show, "At A Perfume Counter."

Carl "Deacon" Moore and his orchestra play the Pla-Mor Ballroom at Kansas City on April 30....Convinced that today's swing music will become tomorrow's folk music, brilliant young Morton Gould, composer-conductor-arranger for WOR's "MUSIC FOR TODAY" program has completed two "American Swing Symphonettes" employing symphonic forms for developing modern swing themes.

Consolidated's radio department is signing up new talent for exclusive submission. Paul Kapp, radio director, recently took an option on Eve Casanova and her new "charm school" script and has put under contract Art Ryserson, sensational guitarist, and his "Swingtuplets," radio trio recently heard on the Fred Allen show.

Frank Parker was in an automobile smash-up in Jersey with his press agent, Ken Lyons. No injuries!

CRA has an option on Terry Shand, formerly featured vocalist with Freddie Martin's orchestra. Shand, writer of "I Double Dare You," "My Extraordinary Gal," "Cry Baby Cry," and other hits is a pianist and singer. Consolidated is submitting him for radio and as the director of his own band.

The radio premiere of portions of Ferde Grofe's new piano concerto will be featured by the famed composer and conductor when he directs the NBC Symphony Orchestra on the RCA Magic Key program Sunday, March 20th. This will be a radio preview of the new concerto which will be played in its entirety during Ferde Grofe's Carnegie Hall concert in New York City on March 25th.

The 4th Edition of the Cotton Club Parade has the distinction of presenting the first complete show score ever turned out by the master of modern swing—Duke Ellington.... The outstanding number from the Cotton Club show is the swing-wild "Skrontch," latest offshoot of the family tree which brought forth "Truckin," "Suzi-Q" and "Peckin"....The sweet hit of the show is the number "If You Were In My Place" one of the smoothest of all Ellington tunes. In addition there is enthusiastic "Slappin' The Soles Of My Feet" and "Lesson in C." Collaborating with Ellington on the lyrics are Henry Nemo and Irving Mills. Mills Music, Inc. is publishing.

Retrenchment policy was reported put into effect yesterday at the offices of CRA where salary cuts as high as 20 per cent were said to have taken place. Although the organization is constantly expanding and business believed to be fairly good, Charles E. Green, CRA president apparently is seeking to play safe, just in case.

New Crystal Mike

Los Angeles — American Microphone Co. has announced a new crystal microphone, Model B9, featuring an extended useful range in which the bass is efficiently reproduced. Catalog is available.

NEW BUSINESS
Signed by Stations

WHN, New York: Barney's Clothes Inc. (men's clothes) announcements, through Alvin Austin Co.

WENR, Chicago: Lewis-Howe Co. (Tums), Vocal Varieties renewal, through Kastor & Sons; Morris B. Sachs, Amateur Hour renewal, through Schwimmer & Scott; Holland Furnace Co., announcements, through Ruthrauff & Ryan.

WMAQ, Chicago: Holland Furnace Co., announcements, through Ruthrauff & Ryan; J. L. Prescott Co. (Oxol), announcements, through John Dunham; Gruen Watch Co., ETs, through McCann-Erickson; Industrial Training Corp., "The Camera Speaks" ET, through James R. Lunke & Associates; Monroe Chemical Co. (Bath-O-Bloom), "Crossroads," through Stack-Goble.

WMCA, New York: River Bank Canning Co. (tomato paste), Zeke Manners and his Hillbillies, through Klinger Advertising Corp.; Zion National Kosher Sausage Factory, "Zion Variety Show," through Advertisers' Broadcasting Co.; Clark Shoe Co., announcements, through Friend Advertising Agency.

KSFO, San Francisco: Auto Dealers & Manufacturers of America (used cars), announcements, through Young & Rubicam; B. Simon Hardware Co. (fishing equipment), "Fishin' Fool"; Drackett Co. (Drano & Windex) "Hello Peggy" ETs, through Ralph H. Jones; Axton Fisher Tobacco Co. (20 Grand Cigarets) Joe Rines' Orchestra, ETs, through McCann-Erickson; Calavo Growers of Calif. (avacados), "Friendly Homemaker," through Lord & Thomas; S. A. Sherer (loans), announcements, through Smith & Bull; Southern Pacific Railroad, announcements, through Lord & Thomas; Gas Appliance Society of Calif., announcements, through Jean Scott Frickelton.

WNEW, New York: Community Opticians, Ray Hamilton, singing organist; Jadwiga Remedies Inc. (Reddy Rub), "Make Believe Ballroom" renewal, ETs and announcements; General Mills Corp. (Wheaties), Newark Bears Spring Training Baseball Broadcasts, through Knox Reeves Advertising Co.

State of Louisiana Law May Tax Traveling Bands

(*Continued from Page* 1)

tors of the tax collector's office tried to trace several name bandsmen who had left the state.

Reports were that the tax collector would seek an amendment to the present law at the legislature meeting in May so as to make employers' responsible for the collection of the tax in these circumstances.

OKLAHOMA

John Blatt, promotion director for WKY, off for Colorado Springs to supervise publicity campaign for KVOR.

Willard Egolf, commercial manager KVOO, Tulsa, was principal speaker at Tulsa Advertising Federation luncheon on "Radio Station Coverage."

Henderson Leake is conducting "Music for Young Readers," over WNAD, Norman.

KVOO (Tulsa) unit playing nearby theaters with spot in State at Pawhuska last week and in Plaza in Tulsa week before. Unit consists of Toby Nevius, comedian; The Wood sisters; Jack Mitchell as emcee, Jane Faulkner, Joe Hood and M. Ashbaugh.

ASCAP PUB. PROPOSING A NEW DIVIDEND PLAN

(Continued from Page 1)

cent of the publisher share; 30 per cent of the dividend is based on availability and 20 per cent on a basis of seniority. Old system of classification such as A, B, C or D, etc., was declared to have its evils but probably a lesser one than the current situation of a battle for the most plugs on the air.

It is pointed out that the publisher now thinks only in terms of performances and that while the idea is not exactly destructive, it is considered far from being constructive. A publisher whose work is being rendered on the air may have a few bars of another song interpolated by the conductor or arranger and the interpolated tune receives as much credit as the piece de resistance.

As it stands, the publishers state the business is getting to be a race for the most plugs on the air and the only method of combatting it is to re-arrange the Ascap method of distributing its dividends to publishers. Beneficial result is also expected to the radio listeners who are often the victims of over zealous professional managers or contact men with publisher organizations.

KFBK's New Transmitter Ready for Friday Salutes

(Continued from Page 1)

broadcast over the McClatchy California network in dedication of the new transformer, according to Howard Lange, general manager. Governor Frank Merriam will be principal speaker.

While the salute to the new transmitter will be broadcast by the Warner Bros. station KFWB, a unit of the McClatchy network, it will also be aired over KYA, San Francisco. KFBK will produce a special 30-minute program featuring a 25-piece orchestra and a resume of the station's history.

SAN ANTONIO

Sieberling Morning News is on KTSA six times a week at 7:30 a.m., sponsored by Stevens Stores.

Plans to broadcast a series of organ concerts via remote control from the Municipal Auditorium with Ted Brown at the consol is a new idea of Station Manager Gene Roth of KONO.

Studio Director Charlie Belfi of KABC played the organ on a recent broadcast for Al Brite's log cabin fiddlers' band, setting a new combo for a musical outfit. Walton Blanton was pinch-hit spieler for the program.

Aids Community Chest

In conjunction with the local Community Chest drive, Mendel Jones, WCKY program director, has arranged a series of program dealing with the activities of the Cincinnati Community Chest. Series will include talks, variety programs and broadcasts of noonday luncheon meetings throughout the duration of the drive.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

OWEN F. URIDGE

OWEN F. URIDGE, sales manager for WJR, Detroit, had a background of 12 years in practically every phase of radio before he was elevated to his present position less than a year ago. He usually knows all the answers whether the problem be from the studio or the business office.



Usually knows all the answers .....

It was just in the stars that Uridge should eventually wind up in show business. His grandfather was Owen Fawcett, who played with Booth and Barrett and other distinguished actors of his day. Indeed, the Fawcetts were strutting their stuff on the English stage as far back as 1760 and Owen was the first male member of the family who, up to 1926, had found any other employment.

His first job was with a 100 watter, now out of the picture, and after two years there, doing all the things that one has to do around a station of that size, he moved over to WJR, remaining until 1930. For the next two years he was manager of sales at WGHP but came back to "JR" when "GHP" went "XYZ."

His next turn was with Columbia's Detroit office, where he handled spot business for the mid-west, but when the sales department at WJR needed a new head last summer General Manager Leo Fitzpatrick called him back. One glance at the WJR time chart gives proof that he has done a good job.

Uridge went overseas with the 30th division and was in France two years as a first lieutenant. He is a member of Detroit's Orpheus club, one of the finest male choruses of the country, and could do a good solo job at the microphone if he had time. His home is in Grosse Pointe, a Detroit suburb on Lake Saint Claire. There are two children—Eleanor 14 and Owen Jr. (called Duke) less than a year.

NEW PROGRAMS—IDEAS

Break for the Kiddies

Fairy Tale Time is the title of a program over WCLE which appeals to the three to four year old audience. Program consists of a five minute period of Fairy Tales told by Kay Brennan and is designed to put the children in a restful mood at afternoon nap time.

Strictly Social

WOWO has originated a program titled the Observer for the convenience of social organizations, clubs, churches, etc. outside the city limits of Fort Wayne. The Observer, a sustaining program heard daily, Monday through Friday, will broadcast an invitation to a social function, a bazaar, a banquet and similar announcements.

Real Kitchens

A new participating program over KXYZ brings to the housewife audience in Houston, Martha McDonald's Modern Kitchen. The series conducted by Mrs. McDonald will present housewives the opportunity to gain new ideas about food, its purchase and preparation, new thoughts in practical serving for the family, planning for party menus, economies in the food budget and other helpful suggestions and ideas. Program is broadcast direct from the all-modern kitchen in the studios of KXYZ.

Helps Peace Movement

"Cincinnati Peace Waves" is the title of a new series of talks, round-table discussions and dramas as WCKY's contribution to the campaign for world peace. The series, arranged by local Peace League will open late this month with a statement by President Alfred D. Moore of the League and will continue during March, April and May. Drama portion of the series will be handled by Civic Theater Guild under the guidance of Director Owen Phillips.

WHBQ, Memphis

Roger Phillips, former program director at KFJZ, Fort Worth, has joined the production department.

Lloyd Goodin, from KHBG, Okmulgee, Okla., is a new member of the sales department.

E. Reginald Ferguson has been shifted from the announcing to the continuity department, replacing Robert Ramsey.

New departure in local sports broadcasts was the airing of nightly City Bowling Tournament over WHBQ, sponsored by Coca Cola, which likewise has bankrolled wrestling, football and baseball airings.



Radio Daily in presenting and distributing Radio Annual complimentary to its subscribers as part of Radio Daily service is happy to play its modest part in the progress of a great industry.

★

NAPA'S PETRILLO DEAL VERY MUCH UNSETTLED

(Continued from Page 1)

Petrillo and the proferred post. NAPA seeks to license the use of phonograph records.

Following Petrillo's talk before officers and members of NAPA Monday, it was learned by RADIO DAILY from one of the officers yesterday, that despite Petrillo's refusal to commit himself in his speech, he is definitely receptive to the union with NAPA, but at the same time is unwilling to completely sever connections with the AFM where he is head of the Chicago local. He is also a member of the Executive Board. It was also learned that NAPA has no objections to Petrillo's continued allegiance with the AFM.

Up until a late hour last night, when Petrillo departed for Chicago, no announcement of an affiliation between NAPA and Petrillo was forthcoming. It is believed that action will be delayed until the AFM board completes its negotiations with radio stations which are now in progress.

"Airmail Week" Begins Cutting 15,000 Disks

(Continued from Page 1)

ceded by one-minute announcements by Crutchfield and Younts. Crutchfield will handle the announcing duties on all transcriptions.

It has been learned that stations are already preparing special series and special event broadcasts for the campaign in an effort to win the plaque which is to be awarded for outstanding broadcasts to one station by FCC Chairman Frank R. McNinch. Participation of the FCC chairman marks the first time since he has taken office that he has been actively associated with any one broadcasting project.

WBAL, Baltimore

A new schedule has been adopted for "Happy Johnny and his Radio Gang," effective tomorrow. Program will be heard Tuesday, Wednesday, Thursday and Saturday, 12:05-12:30 p.m.

A new series under auspices of the Women's Christian Temperance Union, began Sunday, 12:45-1 p.m. It includes a number of 15-minute dramatizations entitled "It Does Happen Here."



Greetings from Radio Daily

March 16

Tommy Donnelly
Elizabeth Lennox
Lewis MacConnach
Henny Youngman
Joseph Higgins

☆ Coast-to-Coast ☆

WISN will broadcast the speech of Milwaukee's Mayor, Daniel W. Hoan to the Sunday Morning Breakfast Club on March 20, at which time the Women's Relief Corps of the GAR will present the club with a flag in honor of its outstanding civic work. Club's meetings for the purpose of civic and national discussion are a regular weekly feature over station.

Mr. and Mrs. Odie Thompson, popularly billed on KWTO-KGBX, Springfield, Mo., have returned to the air as a duo after an absence of almost three months. In the interim, "Odie and Sue" became parents. Up until two weeks before the arrival of the new daughter, Odie and Sue kept up their radio broadcasts by a special remote direct from the Thompson home, over KWTO-KGBX.

A novelty in Canadian broadcasts will take place today when over CBC network a word picture will be given of the Canadian National Railways icebreaker and carferry, S. S. Charlottetown, battling its way across the Northumberland Strait en route from Borden, Prince Edward Island, to Cape Tormentine, New Brunswick. Bob Anderson of CBC will describe the voyage of nine miles through the ice field, and the loading operations at Borden.

Robert E. Bausman, business manager of WIRE, was the principal speaker at a luncheon-meeting of the Apartment Owners Association of Indianapolis yesterday.

Mary Pickford, Walter Lippman and General Hugh S. Johnson will speak over WMCA at the 1938 Citizen's Appeal dinner for the Salvation Army on March 22.

WATL has three different types of musical programs which have found wide audience acceptance. The Little Swing Club, is local popular song group which patterns itself after CBS's Swing Session. For light opera music the station offers The Cat and the Fiddle. The program, Hymns of the Ages is built around a large Salvation Army band playing favorite hymns.

The Indiana State Federation of Women's Clubs have inaugurated their campaign to beautify the state by gardening and tree planting with a weekly broadcast over WFBM.

Children's Symphony Chats is the title of a new quarter-hour program over WFBM on Saturdays. Stories and histories of well known symphonies will be told to youngsters by members of the Indianapolis Symphony organization.

W. A. Wilson, general manager, announced that Station WOPI has made arrangements to sponsor the Summer Radio Cooking School to be held during the month of May. School will be conducted in Kingsport, Johnson City, as well as Bristol, by Mrs. Henrietta Dull.

Jim W. Woodruff, Jr., WRBL general manager, has completed arrangements to broadcast the road and home ball games of the Columbus Redbirds. Jack Gibney will handle the mike assignment. Special equipment has been installed at the ball park for the home games.

Howard Ackley, chief announcer of the WOWO-WGL staff has completed his tenth year with the station. During his ten years he estimates that he has announced 15,000 programs.

WRC-WMAL, Washington

William Stafford Carson has joined the engineering staff. Around the control room corridors they call him "The Giant"—he's six feet six and a half inches tall, and hails from Baltimore.

A two piano team, Olmstead and Nieman, will be aired weekly over WMAL beginning April 2 at 6-6:15 p.m. . . . Amelia Olmstead and Minna Nieman are well known concert pianists of this city.

Bryson Rash, local announcer, received 4,000 letters last week on his "Science on the March" over WMAL.

Earl Godwin, newscaster, heard daily over WMAL at 8:30 a.m., has been elected president of the White House Correspondents' Association. Godwin is the White House correspondent for the Washington Times.

Mary Mason, WRC "Home Forum" expert, is inaugurating a new feature on her program . . . Each Monday, beginning March 21, a member of the Board of the National Women's Athletic Ass'n will advise listeners how easy and economical it is to get exercise in Washington.

CKLW, Windsor

"Air Adventures of Jimmie Allen," new serial scheduled to start last week, was postponed to this week. It will be heard five times weekly.

Judge John J. Maher will be the teacher when CKLW's new "School of the Air" is inaugurated this week. Judge Maher will conduct two series of broadcasts, a Monday morning class in Public Safety, and a Friday morning session on Government and Political Science. Leading educators of Detroit and the state public and parochial schools met with Manager Frank Ryan of CKLW to broadcast a forum discussion introducing the new program Friday.

WRDW, Augusta, Ga.

"Eb" Winn is back on duty after a visit in the old home town, Plum Branch, S. C.

Three leading banks of Augusta are now airing regular commercial shows.

Broadcast of Imperial Cup races from Aiken, S. C., coming up March 26.

COMMERCIAL RECORDS ATTRACT TWO ACCOUNTS

(Continued from Page 1)

Ginger Ale, with Arthur Boran the announcer. Music by a name band was then dubbed in on the balance of the disk from another recording.

Advertising is being sold on the basis that it is direct, and tie-ups will be made to advertise products, such as liquor, cigarettes, etc., so that listeners to coin machines may purchase product in the same establishment.

The AFM at present is engaged in a battle to gain compensation for musicians on all recordings. NAPA will endeavor, through its paid head, to fight the use of their records on the coin machines. The new medium of advertising it is to be noted, offers a close parallel to the fight being waged between stations and the AFM wherein it is charged that recordings are being used on commercial programs without compensation being given to the musicians whose recordings are used. Reeves Recording Co., made the two above mentioned records.

MPPA and Ascap also believe they have a stake in the commercial disks and are expected to move accordingly.

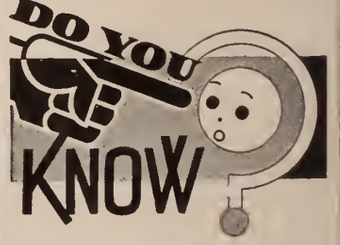
Two N.O. Affiliates Hold Out On AFM Pact

(Continued from Page 1)

casts. Also, agreement must be retroactive to Jan. 17. G. Pipitone, head of the musicians union here said that WWL signed on such a basis and the other must follow suit, or, the WWL contract will have to be rejected. Pipitone left by plane for New York to confer with President Jos. N. Weber of the AFM. Station WSMB is owned by Maison Blanche and the Saenger theater interests. Union is reported preparing to appeal to station advertisers in the event of a strike.

WWJ, Detroit

W8XWJ furnished dance music for the Motor City Radio Club at the Dearborn Island Club House on Saturday night.



Number of licensed radio receiving sets in Australia passed the million mark for the first time in 1937, totaling 1,008,595 on Dec. 31.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 53 NEW YORK, N. Y., THURSDAY, MARCH 17, 1938 FIVE CENTS

FCC Mulls Craven 'Order'

Believes That Its Adoption Will Stall Off a Congressional Investigation; Action Is Due Tomorrow

By PRESCOTT DENNETT
Washington Bureau, RADIO DAILY

Washington—The FCC has taken under advisement the adoption of the special order proposed by T. A. M. Craven, FCC commissioner, for a sweeping investigation by the commission of charges of "monopolistic trends and practices in the radio broadcasting industry."

Adoption of order, it is expected, would mean an immediate probe of all monopoly charges, including "competitive practices and contractual relationships between the networks and their affiliates."

RADIO DAILY was authoritative-

(Continued on Page 8)

CULKIN BILL HEARINGS START EARLY IN APRIL

Washington Bureau, RADIO DAILY

Washington—Hearings on the Culkin Bill banning radio liquor advertising will be held by the House Interstate and Foreign Commerce Committee early next month, Congressman Culkin, upstate New York Republican, the measure's sponsor, told RADIO DAILY yesterday.

Culkin said he expected federal alcohol administrator Alexander to testify before the House Committee as well as other FAA executives. Culkin added the administration has expressed "keen interest" in his measure.

Strickland Loses Suit Against Hearst Daily

Dwight Strickland, conductor of a series of radio programs heard over WNEW and titled "Poets of Today," yesterday lost his libel suit against Hearst and the "Sunday Mirror" for $75,000. Suit was based on a series of articles about members of the cast of the radio program that appeared in the Sunday Magazine of the Mirror. Trial was held in Supreme Court of New York.

Program was forced to leave the air three months before the articles appeared because continuity was censorable.

Campbell Station Switch

Campbell Soup Co., effective April 25, will switch 5 stations from Amos 'n' Andy 7-7:15 p.m. airing to the repeat show at 11 p.m. Stations switching because of daylight time are: WTAM, WWJ, WLW, KSD, KSTP.

Status Quo

Oklahoma City — Disagreement among local AFM members as to whether radio bands should be permitted to play outside engagements was put to a vote at last meeting and result was a tie-vote. Decision now postponed until next month's meeting.

AUSTRIAN COUP STUFF STEALS 'MARCH OF TIME'

For the second time in its radio history, the "March of Time" tonight will devote its full-half hour to the dramatization of one subject, the Austrian coup by Hitler.

Vivid presentations of the important dramatic episodes of the coup will cover the complete story plus the highly significant European developments in other countries as a result of the Nazi conquest. Por-

(Continued on Page 2)

More Camel Show Talent Set by Wm. Esty Agency

R. J. Reynolds Tobacco Co., sponsor of the Camel Caravan, yesterday announced the complete talent lineup for the new Cantor series which is set to begin March 28, 7:30-8 p.m. over a CBS network of 90 stations. Cast, headed by Eddie Cantor, will include Deanna Durbin, Fairchild and Adam, piano duo, Benny Goodman's Quartet, Bert Gordon, Edgar Fairchild's orchestra and Walter King.

WBBC SIGNS WITH ARTA TO SETTLE LABOR BIZ

Brooklyn radio technicians' troubles and the present strike at WLTH are expected to be settled by WBBC and the ARTA contracting yesterday for a 40-hour week, vacations with pay, and salary increases of, in some cases, as much as 100%. Salaries had averaged about $22.50 weekly, will now run from $37.50 to $45.00. A mileage allowance of 7c per mile will also be granted to those men using their own cars. Contract was signed by Peter Testin, representing the Brooklyn Broadcasting Corp. and Louis Goyette of the ARTA.

Stevens Bats for Goodman In Fitzpatrick Swingeroo

Leith Stevens will substitute for Benny Goodman in the swing versus old-fashioned tune bout which Leo Fitzpatrick, manager of WJR, and Benny Goodman are staging on CBS.

Fitzpatrick wanted an earlier hour, 7:30-8:15 p.m., for the broadcast on Saturday, but Goodman, because of previous commitments could not broadcast at the earlier hour. Hence Stevens is pinch hitting with his "Saturday Night Swing Club" troupe.

Ray Heatherton and Hollace Shaw

(Continued on Page 2)

PETRILLO'S NAPA TALK WAS HIS OWN SAYS AFM

Any statements made Monday by James C. Petrillo head of the Chicago AFM local when he addressed officers and members of the NAPA, was strictly on his own and is not to be considered as coming from the AFM, said Jos. N. Weber, president of the musician union. While the AFM sym-

(Continued on Page 7)

Bree Cosmetics on WTMJ As Test for Other Spots

Chicago—Bree Cosmetics, through Gibbs & Co., holding company, on Wednesday launched test on WTMJ, Milwaukee, of Betty Bree, presenting women's news, to background of

(Continued on Page 7)

NAB Monday Board Meet Off; Final Report Still Incomplete

KADA Airs Livestock Show

Ada, Okla.—KADA has been granted special temporary permission by the FCC to carry daily broadcasts of the Southwest Junior Livestock Show to be held in Oklahoma City, Mar. 21 to 26. Town will send a large delegation of contestants. The Ada station has carried a leased wire from Oklahoma City to give daily livestock quotations for the last two years. Station will be permitted to broadcast programs from the show daily from sunset to 9 p.m.

Completion of the NAB reorganization plans and arrangements to hire a paid president, although going forward at the hands of the Executive Committee, has proven to be a more difficult task than at first seemed apparent, with the result that the meeting scheduled for next Monday has been postponed until further notice.

It was expected that a final report and recommendations would be ready by March 21, but additional time will

(Continued on Page 8)

Good Ole Days

Milwaukee — Turning back the years, Bob Heiss, chief announcer of WTMJ, jerked sodas again in a drug store where he worked as a schoolboy fourteen years ago. Heiss now conducts a program emanating from drug stores. Last Saturday he again jerked sodas for his former employer but it was all part of the sponsor's idea.

Just A Swap

Nashville—WSM has found itself in the unusual position of feeding the NBC-Blue network a half hour dance program, but unable to carry it itself due to receiving an NBC-Red program at the same hour. WSM's show is Francis Craig's dance orchestra, on 77 outlets.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Mar. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	131¼	129½	130	— 1⅜
CBS A	16⅞	16½	16½	— ½
CBS B	16⅜	16⅜	16⅜	— ⅛
Crosley Radio	8	8	8	+ ⅜
Gen. Electric	39⅞	38⅛	38½	— 1¼
RCA Common	6⅜	6	6	— ⅜
RCA First Pfd	48⅝	46	46¾	— 1¾
Stewart Warner	9¼	8⅝	8⅝	— ⅜
Westinghouse	93½	88½	89¼	— 4¼
Zenith Radio	145⅜	135⅜	135⅜	— 1⅛

NEW YORK CURB EXCHANGE

Majestic	⅞	⅞	⅞	— ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	5	6

WSM Donates 'Opry' Show

Nashville—WSM is donating fifteen minutes of its famous Saturday Night Grand Ole Opry to the state of Tennessee. Purpose of the broadcast is to offer a free 24-page color brochure advertising the beauty and advantages of the state. Time donated is from 11:30 to 11:45 p.m. First offer on this late hour brought 1,500 requests for the free booklet with more coming on each mail. In addition to rendering a service to the state, the station is interested in proving that the late periods on the Grand Ole Opry are valuable commercial spots.

NEW BUSINESS

WHAM, Rochester: Unit Parts Rochester Corp., musical programs renewal.

WPTF, Raleigh: The Lewis Sporting Co., "Oddities in the News" program.

Jules Hasslberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST. NEW YORK

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WBRE—Wilkes-Barre, Pa.

1310 *Kilocycles*—100 *Watts*

LOUIS G. BALTIMORE, Owner and Operator

THE rich Pennsylvania trading zone surrounding Wilkes-Barre, Kingston, Nanticoke, Pittston and Scranton was added to the NBC listening territory on Jan. 30, when WBRE, Wilkes-Barre, advantageously located in the area, became an NBC outlet supplementary to both the Blue and Red networks.

WBRE is owned and operated by Louis G. Baltimore. It has a frequency of 1310 kilocycles and at present utilizes 100 watts, with the expectation that the daytime power will be raised to 250 watts this spring. Upon completion of plans for the increased power, a new transmitter will be installed in the recently occupied modernistic design transmitter house. The new 180 foot vertical radiator is already in operation.

The station serves an unusually large trading zone because of its unusual position in the state of Pennsylvania. Wilkes-Barre has a population of 86,626 under the 1930 census; Kingston, directly across the river from Wilkes-Barre, has a population of 21,600, and Nanticoke and Pittston have populations of 26,043 and 18,246 respectively. Scranton, with a 1930 population of 143,433, is but 16 miles from Wilkes-Barre, and engineering tests indicate that the WBRE signal is the strongest one in Scranton with the exception of the Scranton station.

The area covers the rich Wyoming Valley which has a normal trading zone population of 344,587. Wilkes-Barre itself rates as the 88th market in the United States and the sixth in Pennsylvania with a 1935 retail sales total of $37,945,000.00.

The station has been in operation since 1927. Louis Savitt is program manager, A. C. Baltimore is sales manager, and S. R. Baltimore is promotion manager.

Hitler's Austrian Activity Steals "March of Time"

(Continued from Page 1)

tions of the broadcast will date back to 113 B. C.

The "March of Time" has been on the air for over seven years but it was not until 1932 that the first program was taken by one subject, the election of President Roosevelt in 1932.

"Almanac" for Wrigley

Phil Cook's Almanac, now heard daily on WABC, will be presented over a CBS coast-to-coast network replacing Wrigley "Double Everything" series beginning March 27. Daily series will also be continued. Dick Swift will produce. Show will be heard 6:30-7 p.m.

Halco Institute Testing

Chicago—Halco Institute (alcoholism cure) has placed its account with Selviar Broadcasting system and has started a test program on WAAF, Chicago. If test proves satisfactory other midwestern stations will be used. Program is a musical transcription series titled "Do You Remember." Arthur A. Kohn handles account for Selviar.

AAU Bouts on NBC

NBC will air blow-by-blow description of the AAU amateur boxing championship bouts from the ringside in Boston on Wednesday, April 6, 11:30 p.m., over the Blue web.

Bill Stern and Bob Evans, son of the famous ball player, Billy Evans, will collaborate on the broadcast.

Werble on Special Job

Washington—Wallace Werble, local Transradio Press representative here, has been detached for some special work on the road. He expects to be gone for several months.

Stevens Bats for Goodman In Fitzpatrick Swingeroo

(Continued from Page 1)

have been added to the WJR team. They will fly to Detroit to add their talents to the contest. Another added starter for the swing team is Maxine Sullivan, the Onyx Club's exponent of old-fashioned tunes in swing style.

Illinois Bell on Air

Chicago—Illinois Bell Telephone Co. to promote its Red Book, classified directory, will start a spot campaign on Chicago stations on April 3. B. C. Herrick of N. W. Ayer is handling placement.

Vallee Show Signs Caesar

Irving Caesar, the song writer, has been signed for a number of appearances on the Vallee show beginning next Thursday. Caesar will sing his safety ditties on the program.

Graham McNamee has also been re-signed for another year as the announcer on the show. NBC Artists set both deals.

Webs Air Mussolini

Benito Mussolini's speech yesterday to the Italian Chamber of Deputies was picked up by NBC, CBS and Mutual direct from 2RO, Rome. NBC had to cancel out two Procter & Gamble commercials on the Blue web in order to air the Duce.

Radio's Latest Novelty
LANNY GREY'S
"Rhythm School of the Air"
Daily WNEW 12:30 P.M.

COMING and GOING

LEO FITZPATRICK, WJR vice-president, changed his mind about going home yesterday. He is remaining in town for a few more days.

NILES TRAMMELL, and FRANK RUSSELL, NBC Chicago and Washington vice-presidents, respectively, are in town.

WILLIAM DRIPS, of the NBC Farm and Home Hour, is visiting here.

BEATRICE LILLIE departs for London following her appearance on the Camel program Mar. 22.

F. W. BORTON, WQAM president, is off on a week's fishing trip.

BENEDICT GIMBEL, JR., WIP head, has returned to Philly after a two-week Florida vacation.

R. A. STUART, executive of 3XY, Melbourne, Australia, arrives in New York tomorrow. Seeks scripts and program ideas.

FRANK FORREST, here from Hollywood for guest shot on American Legion show and concert appearances.

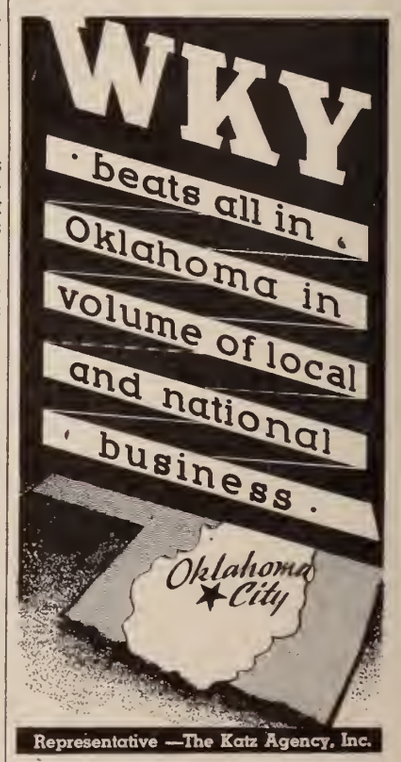
Soule Resigns Post

The Board of Directors of Trans-Electra Corporation, Graybar Building, yesterday announced the resignation of Gordon Soule as president.

Forrest J. Johnston, Vice-President, will head the activities of Trans-Electra until the board of directors elect a president.

Blair Enlarges Office

John Blair & Co. station reps, have taken additional floor space for its New York office on Madison Ave. Entire office has been redecorated. George Bolling, vice-president in charge, has moved his desk into the new space.



OKLAHOMA

Consolidated Radio Artists, Inc., have filed a $778.50 suit for breach of contract in district court in Oklahoma City against Mack Jackson.

Hughie Price, WKY discovery who scored a triumph on Major Bowes CBS program set for a week's personal appearance at the Tower theater in Oklahoma City.

W. C. Gillespie, manager KTUL (Tulsa) has been appointed to the Tulsa Chamber of Commerce trade development committee. He and Willard Ezolf, commercial manager KVOO have also been appointed to the market research committee of the wholesale division of the chamber.

So successful were the KTOK broadcasts of an Old Fiddlers Contest held at the municipal auditorium by the Oklahoma City Used Car Dealers Association for Used Car Exchange Week that the event will be held each year, according to plans. First night actual car auction was also carried. As many as 32 fiddlers appeared in each hour's show.

Changing over from a straight orch broadcast to a Sunday Afternoon Variety Show has loaded down the mailman for KTOK in its new Sunday afternoon show being remoted from Blossom Heath Club to the Oklahoma Network. Program features variety acts by Ralph Webster's orch, Jane Benton, local talent and interviews with patrons of the club by Webster and Paul Buenning, program director of KTOK.

Southwest Aviation Conference activities at the Oklahoma City municipal airport were broadcast by WKY with Perry Ward, Allan Clark and Earl C. Hull on the job assisted by Lieut. Bunny Trundle, late of the U. S. Marines.

Ben Bezoff, WKY announcer, ill with flu.

Walter Cronkite, WKY newscaster, back from Kansas City vacash.

Unit from WKY set to play Sooner Theater at Norman, Mar. 17, for Oklahoma University engineering school St. Pat's day celebration. To include Marty Hall, The Bellboys, Hughie Price and Harmonicas.

Soggy Jones and his Coon Hollow Hillbillies (i.e. Doc Davis and gang from staff orch.) new unit with two fifteen minute spots weekly on WKY. Ben Bezoff on other end of 12 noon quips.

Corn-Kix Adding More

Chicago — General Mills which launched a campaign for Corn-Kix, new cereal, through "Those Happy Gilmans" on WTMJ, has added WDRC, Hartford, Conn.; WCCO, Minneapolis, and KDAL, Duluth, Minn. Expected to expand list possibly to 50 stations. Blackett-Sample-Hummert, Chicago, handles the account.

WBIG GREENSBORO N. C. famed for Showmanship
George P. Hollingbery Co., Nat'l Reps.

☆ PROMOTION ☆

Cashing in on Disaster

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

"Used Car Week Aids"

In order to stimulate interest in used car buying WQAM, Miami, made transcriptions of comments on the national movement by auto dealers participating in the campaign. Recordings were cut at the showrooms of the dealers and then combined into two programs for broadcast during National Used Car Week. Feature was handled by Norman MacKay and Leslie Harris.

Designed as a good-will builder, KIRO's High Power Half Hour invited all local used car dealers during National Used Car Week to enter their crack salesmen in a competitive one-minute talks. Contestants were given wide choice of subject and after the contest judges pronounced a twenty-way tie with cigars going to all entrants. Program polled a surprising number of telephone calls with votes for the contestants.

Better Client Service

As a matter of service to its clients, WPTF, Raleigh, now transcribes programs for audition purposes, thus making it possible for prospective sponsors to hear custom-built shows in their own places of business. Talent, contest ideas and all production details are carefully explained on each disc, enabling clients to obtain comprehensive knowledge of every program before signing for sponsorship.

WBT Shriner Tieup

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 p.m. to 2:00 a.m. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

PHILADELPHIA

Three shows are now being pumped to the Mutual Coast to Coast network from WFIL. The shows are "The Imperial Hawaiians, twice weekly, Tues. and Thurs.; "Thursday at Three" featuring the music of Anthony Candelori and his band with 12 vocalists, comedians and instrumental artists; and the Intercollegiate Spelling Bee. Three more shows are being readied for network consumption shortly.

Four new accounts make their bow over WPEN, starting this week.

Riverside Canning Co., makers of Madonna Brands, go on the air six times weekly featuring the "Italian Varieties"; and Flotill Products, for "Flotta Brand Salsina" offer the "Story Behind the Song" which the Aldo Santo Co. every Sunday. Both shows will be in Italian. Planters Hi Hat Peanut Oil will offer a six nights weekly musical show designed to meet the Jewish audience. A Negro spiritual hour featuring an all negro cast, with all material written by negroes, and directed by them, is to be heard every Sunday.

Johnson Co. in Canada

Chicago—Needham, Louis & Brorby has started a transcription campaign for S. C. Johnson, Brantford, Ont. (furniture polish) on following Canadian stations: CJRM, Regina; CFRN, Edmonton; CFCN, Calgary; CFQC, Saskatoon; CJRC, Winnipeg; CKAC, Montreal. Same concern has Fibber McGee and Attorney-at-Law on NBC.

Zenith Radio's Plans

Chicago—Zenith Telepathy Series, currently plugging new Radio Nurse, will feature interview with Dr. Herman N. Bundesen, president of the board of health and baby specialist, on broadcast for March 20. Following week Mrs. William Harkness, who brought two pandas from Tibet to zoo here, will relate a telepathic experience. Zenith Radio Nurses have been distributed to 20,000 dealers and first inquiries are now coming in though magazines carrying ads are just being released this week.

Radio Guide to Phila.

Chicago—Click and Radio Guide, published by Moses L. Annenberg, have moved general offices from Chicago to Philadelphia. Press work continues to be done here. Curtis Mitchell, editorial director, moving family to Philadelphia. Annenberg publishes the Philadelphia Inquirer also.

KOA Red Cross Station

Denver — A Red Cross emergency first-aid station, said to be the first ever established at a radio transmitter, has been installed at the KOA transmitter, ten miles east of town. J. A. Slusser, engineer in charge, and Russell Thompson, also an engineer, have been given diplomas in first aid following 30 hours of classroom work.

Transmitter is on U. S. Highway 40, a heavily-traveled route, and the boys expect to be called upon at any time to use their newly-acquired skill.

If You Lived in Kalamazoo

WKZO's primary coverage, only, includes---- 71,844 population. Secondary coverage 367,187 population.

.... where there's only one Radio station in the city... chances are you'd listen to that station (WKZO) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

NEW VOCALIST BUILDUP ON CHESTERFIELD SHOW

Grace Moore, who replaces Lawrence Tibbett on the Chesterfield Wednesday night airings on May 30, yesterday announced that she has completed arrangements whereby an audition board will be picked to select an unknown singer, either tenor or baritone, to sing opposite her on each broadcast. Singer will attempt to discover a new personality, and develop it for the air and screen. Program is heard over CBS network at 9-9:30 p.m.

The "Other Half"

WPTF's new Raleigh show, "The Other Half," depicts dramatic incidents in the lives of unsung heroes and people behind the news. Early production plans call for interviews on the air with a hotel hostess, a steeplejack, a train dispatcher, a water works chemist and a forest ranger. Wes Wallace, WPTF production manager, will script the shows and contact future participants whose occupations link them with the unusual and dramatic.

Bottled Gas on Air

Chicago—Illinois Bottled Gas for use in rural homes not served by gas systems, has started quarter hour programs on WDZ, Tuscola, Ill., and is using announcements on WLS, Chicago. Wade agency has the account.

Coming Events

March 15-20: Philco Radio Dealers of Chicago convention, Miami.

April 5: RCA annual stockholders meeting, New York.

April 4-14: World Radio Convention, Sydney, Australia. O. F. Mingay, convention secretary, 30 Carrington St., Sydney.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

D'ARTEGA
AND HIS ORCHESTRA
Now Buffalo Theatre for limited engagement
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

LISTEN TONITE TO
DORIS RHODES
6:05 P.M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● **"Little Shots About Big Shots"—When Del Casino entrained for Hollywood with "Eddy The Great" Duchin's caravan, he was met at the coast depot by people from Paramount Pictures....They rushed him to the music dept. where he sang for Sam Coslow, who thought him "great" but that he wanted Al Siegel, voice coach of the studio, to also listen. Casino sang the same tune for Al, who said he was "sensational" but that he wanted Ted Lesser, talent scout for Paramount, to get a bang out of hearing him sing....So. Del, anxious to get on the silver screen, sang for Lesser. Ted believed him stupendous—but wanted Del to chirp the ditty for Eugene Zukor, one of Paramount's headmen....When it came to sing for him—Del Casino forgot the lyric to "True Confession."**

● ● ● *Believing that social events for members of the staff of KGY in Olympia, Washington, makes for better relations, Manager W. R. Taft makes it a point to arrange a staff party at regular intervals throughout the year....Last summer it was an all-day excursion aboard a cruiser owned by KGY's news editor, Sam Crawford....A few weeks ago, the entire staff retired to the Taft cabin in the mountains and had a grand week-end skiing....Now the social calender calls for a "Do-As-You-Please" party to be given at the home of Mrs. George Tilden, merchandising director of the station.*

● ● ● **Singer Joey Nash has had a million-and-one agents handling him for some time—but none brought any worthwhile results....A few weeks ago, Joey, without benefit of agent, manager or representative, sold HIMSELF to Proctor & Gamble for their transcription series plugging Camay soap....Now, on receiving payment for this work, Nash deducts ten per cent which he places in a pocket separate from the other 90 per cent —thus feeling he's Big Time sans agent!....Russ Morgan is sporting a shiner. It wasn't from walking into a bed or door—but from handball!**

● ● ● *Whenever the chief engineer of WOPI, Bristol, goes out on remotes, he always finds that he has a steady assistant in General Manager W. A. Wilson's youngest son, Jimmy, who has become quite adept in handling the microphone cable....Commentator Richard Brooks wired the following on Tuesday: "Today is the Ides of March. How strange it would be if history would repeat itself and Hermann Wilhelm Goering would stab Hitler even as dear old Brutus slipped the stiletto between the ribs of Caesar....For it was March 15th when that happened—long ago!"*

● ● ● When the Academy Awards were given last week, 20th Century-Fox Pictures was awarded an "Oscar" for their short "Private Life of the Ganets"—written and narrated by A. L. Alexander—conductor of the "True Story" show....Recently the trade press blazed with the news that an air personality had been signed for a period longer than five years—for the same sponsor. However, last month, the headlines switched to the fact that this person would go to another sponsor within a fortnight....Here's the reason for the first story. At that time Mr. X was being considered for a picture contract—but the producer didn't know for how lengthy a period to sign the comic—so Mr. X arranged to have the sponsor release the news that he was signed for the air for five years. With the publication of this news, the producer signed the comic for that period also—figuring that he'd have the value of radio exploitation for his pictures for that long a time!

SEARCHINGER'S BOOK 'HELLO AMERICA' READY

Former CBS European Representative, and now broadcasting from England over the NBC networks regularly, has penned a tome, "Hello America," (Houghton Mifflin Co., $3.50). Cesar Searchinger is well schooled to write a non-fiction volume dealing with International broadcasting.

"Hello America," deals primarily with the major events in recent years that have made history, not only because of their importance in their localities, but because radio has brought home to all corners of the world the happening when it occurred. Searchinger directs his commentaries to the American public, however, and explains all the whys and wherefores of some of the most important events ever aired over the networks in the United States from across the seas.

Included in the volume are actual accountings and details of International broadcasts made by the present Duke of Windsor in his now famous abdication address, former Prime Minister Ramsey MacDonald, Mussolini, Hitler, Mahatma Ghandi. Also there are many true stories behind the scenes in Foreign and International broadcasting as related by Searchinger himself.

Book should appeal to the average layman, as well as the personnel of the industry itself.—N. W.

"March of Time" Servel Sponsorship Starts Apr. 8

Servel (Electrolux) will take over the sponsorship of the "March of Time" on April 8. Program will continue to be heard on the NBC-Blue, Fridays 8-8:30 p.m. BBD&O has the account.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

GEORGE GRIFFIN
Lyric Baritone
● THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
● SUNDAY WEAF-NBC RED 9 A. M. EST.
Management NBC Artists Service

PROGRAM REVIEWS

Philadelphia Orchestra

The Philadelphia Orchestra programs sponsored by a group of banks over the NBC-Blue Monday night for a full hour is easily one of the highlights of any week. Although show is bucking the Lux Radio Theater with its "name" film personalities, this fact has not caused the sponsors to cheapen the program contents. For some 20 odd weeks only the best of the serious music has been aired.

Three of the most famous symphony conductors, Leopold Stokowski, Eugene Ormandy and Fritz Reiner have directed the broadcasts. Guest stars from the Metropolitan have been regularly featured on the show. And to give it a financial touch Dr. Neil Carothers, Dean of the College of Business Administration at Lehigh, and W. Kiplinger have been speaking on topics of current interest in the field of banking, foreign relations, economics and business trends.

Last Monday's show, with Lucy Monroe, a guest soloist, was one of the series best broadcasts. The orchestra's string section, reputed to be one of the best in the country, had numerous opportunities to show that they have a right to the claim. Miss Monroe was in rare form, singing four numbers instead of the usual three. The orchestra played works by Dvorak, McDonald, Bizet and two Tschaikowsky's numbers.

This is the first season that the program has used a full-hour. The 1936-37 series was a half-hour. The hour span is the right length for this type of show, but it is hoped that when the series returns to the air next year that the sponsors will pick a mid-week spot. Monday is too close to the NBC Symphony, Ford Sunday Evening Hour and New York Philharmonic programs which are broadcast on Saturdays and Sundays. Even good things have a way of becoming tiresome when it is available in too large doses.

Series completes its 26 week run on April 11.

"Headlines and Bylines"

"Headlines and Bylines" on CBS is one of the best news programs of its type on the air. Coming late Sunday, 10:30 p.m., but just before the 11 p.m. news reports on other stations, series has built up a large audience.

Commentators on the series are specialists in the particular fields which they cover each week. And news of late has been far from the "run-of-the-mill" variety. But people with good background in foreign affairs revitalize the news. "Headlines and Bylines" is a fast half-hour.

Musical Memory Contest

One of the few "quiz" type of shows to make the WQXR program board, premiere being heard Wed. 9-9:30 p.m., proving to be a show conducted in dignified manner and a sure-fire bet for music lovers, of which this station has many. First prize is $15 dollars, second $5 and several lesser prizes as well as offers for those who send in questions that can be used. Questions were varied and included straight queries on who composed such and such a composition, the "melody teaser" wherein a piano played ran off a few bars and the title and composer was asked of the contestant. In the latter, 25 per cent went for guessing the composer and 75 per cent for the title. Various other questions concerned famed composer traits and careers. They were also fitted for apart from their music. Production was nicely produced and handled throughout.

To those interested in music and even for those who are not, this type of shows proves highly entertaining as well as enlightening. It may easily be developed into even more of an educational feature through delving into the biographical angles of the composers. Tickets are available to those who write in and the contestants are chosen from the patronage in a clean-cut manner.

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☆ Programs That Have Made History ☆

NBC Breakfast Club

THE NBC Breakfast Club, a stepping stone to stardom for some of radio's great, made its debut October 24, 1933, and is heard each week-day morning at 8:00 a.m. CST over the NBC-Blue network.

"Anything can happen on the Breakfast Club," says Don McNeil, master of ceremonies on the popular full-hour morning air show and he points to a never-ending parade of talent and informality as the chief reasons for the program's enthusiastic reception during the past five years. Such stars as Fibber McGee and Molly, the Morin Sisters, the Merry Macs, and Gale Page are numbered among those this Breakfast Club has presented to its listeners.

Currently the Breakfast Club is featuring the music of Walter Blaufuss and his orchestra. Jack Baker, NBC tenor, alternates each week on the program with Johnnie Johnston, the NBC swing troubadour and his guitar. Fran Allison, NBC balladist and the Aunt Fanny of the Breakfast Club, shares the spotlight each alternate week with Annette King, contralto.

Each Monday, the Three Romeos, NBC singing trio, appear on the show. Tuesdays finds the Escorts and Betty, NBC quartet, guesting on the program. Wednesdays are assigned to the Vagabonds, NBC Negro quartet.

Thursdays are Breakfast Club days for the Ranch Boys, NBC western ballad trio. Friday is another Escort and Betty day and each Saturday the Cadets, quartet joins the talent parade.

The program has stood up so well, McNeil believes, because it is so utterly informal and because it offers a little bit of everything. The music isn't standardized. Blaufuss and his boys play everything from swing to classics. There is plenty of what McNeil calls "small talk," and once in a while he introduces a note of sober sentimentality with a beloved poem or the wistful contribution of a listener.

As constituted, the show is directed, m.c.'d and written by McNeil. As an early morning program of variety its listener interest East and South and West to the Rockies is probably as great as any early morning broadcast ever had.

☆ F. C. C. ACTIVITIES

APPLICATIONS GRANTED

Columbia Broadcasting System, Inc., New York, N. Y. CP for Mobile unit. 1646, 2090, 2190 and 2830 kc., 100 watts.

Yankee Network, Inc., Boston, Mass. CP for new high frequency relay station. 31100, 34600, 37600, 40600 kc., 10 watts.

WCOA, Pensacola, Fla. CP to install vertical radiator, change equipment and increase day power to 1 KW. 1340 kc., daytime.

EXAMINER'S RECOMMENDATION

KWOS, Jefferson City, Mo. CP to increase hours of operation and power to 100 watts, 250 watts LS., unlimited. 1310 kc.

APPLICATIONS RECEIVED

WOR, Newark, N. J. Mod. of special experimental authorization to change power of facsimile station to 50 KW.

WHP, Harrisburg, Pa. CP to install new transmitter, increase power to 1 KW., 5 KW. LS.

LINCOLN

Jiggs Miller went the full route when he took over Lyle DeMoss' old program director's job at KFAB. He took over Lyle's house, his office, and his man on the street program.

Benny Meroff, playing theater dates in this territory, will be on jobs for 8 weeks, and then will either go back to his air show, or go to the coast.

Jack Hanssen, KFOR program director, will personally handle a show with Fletcher Henderson, when the latter comes in next week for King's ballroom.

Jim Cox, KFAB-KFOR's continuity head man, is bedded down with a bad cold.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

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All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily Except Sundays. Close Saturdays at 6.00 O'clock. Visitors welcome.

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ALICE MARION, recently featured with Richard Himber and before that with Ted Lewis, will be the feminine vocalist with Bob Crosby's orchestra when he opens at Blackhawk restaurant and on Mutual replacing Kay Kyser on Wednesday, March 30.

Hazel Beeman, who formerly conducted women's activities for Affiliated (Insull) Broadcasting system to join WHIP, Hammond, in April as home economics expert.

Janice Chalmers, 12-year-old Chicago soprano, and her vocal teacher, Lillian Goodman, leaving this weekend for Hollywood and assignment for child at Metro-Goldwyn-Mayer.

Toni Gilman, 16-year-old-player of ingenue roles, has joined lineup of "Skelly Court of Missing Heirs" making her first appearance last Sunday. She is older sister of Lucy Gilman of the Junior Nurses corps.

George Sutherland, announcer formerly with WBBM, has joined staff of WIP, Philadelphia where he replaced Jack Barry.

George Kercher, salesman for Edward Petry & Co., to depart for Texas Sunday to make several contacts on Alka-Seltzer and other accounts.

Paul Rhymer, author of Vic and Sade, and wife went to New York on combined business and pleasure trip.

Jack Gallagher named to handle production in Hollywood of Advitagraph Corp., Chicago, producer and distributor of advertising motion pictures.

Frank Rand, head of CBS press department, to address University of Iowa drama school on radio on April 4. Thereupon he goes to Omaha and Lincoln to visit CBS stations there and from there to Minneapolis for opening of new WCCO studios on April 7.

Kay Chase, author of Painted Dreams on WGN, back from two month vacation in West Indies, Panama and Mexico. Wrote all her scripts day by day and airmailed them back to Chicago.

Kay Kyser giving farewell party to his Chicago friends at Blackhawk restaurant Wednesday evening.

Marion Claire, wife of Henry Weber, WGN musical director, has gone to Hollywood where she will make a guest appearance next Thursday on the Bing Crosby-Kraft show.

Mel Merkley, publicist for Fred Waring, has returned to Chicago and is awaiting the stork. In private life she is Mrs. Luke Ehrgott. John O'Connor, manager, is handling publicity temporarily.

Lawson Zerbe
PL 3-2600

ORCHESTRAS - MUSIC

By TED LLOYD

BECAUSE A SONGPLUGGER was fired in an economy wave last week, sustaining artists, bandleaders, etc., have banded together to boycott the songs published by the firm responsible for the discharging....Jean Ellington, who has several sustaining shots on NBC, had one of the songs programmed for this week but on learning that the contact-man was aired, she cancelled the song and wrote a letter to the man's former employers notifying the action she was taking and the reason for doing so.... Barry Wood, CBS's "white hope" amongst the crooners, has taken a similar stand and ruled off all tunes published by the said firm. Howard Phillips, also of CBS; Barry McKinley and Nola Day of NBC and numerous topnotch maestros are planning to take action ....All this is an aftermath because the songplugger had been doing a great job for the firm and was let out. The singers and artists felt that the ax should have fallen elsewhere ....This boycott is ridiculous and will only leave a bad taste in everyone's mouth. Singers and bandleaders should never permit personal issues to reflect in their work nor should they pick songs on anything but merit. After all, they must play to the public at all times and the public don't give a hang who is plugging which song....Lastly, the status of the discharged man won't be lifted by this mistaken sense of loyalty. It may deprive him from obtaining another job because a publisher would be fearful of hiring him—due to the stink raised in his behalf.... Let the matter drop now and you singers will find your pal back in the fold pronto!

REVIEWS OF THE REMOTES: George Olson bowed off MBS and out of La Conga the other nite playing medley after medley as though he was trying to oblige every music publisher....Abe Lyman came through on CBS playing a song written by a member of his band called "Bewildered" which sounded just as well delivered and arranged as Chick Webb's rendition the nite before with Ella Fitzgerald vocalizing ....Buddy Rogers playing from Philly's Arcadia and aired thru CBS did a swing arrangement of that old favorite "Lady Be Good" thus making it a new favorite of ours.

Henry Busse's crew with Don Huston singing on NBC-Blue did "More Than Ever" better that its composer, Isham Jones. "Sunny Side of the Rockies" was also rendered but not as good as "It's Wonderful" a torchy thing....Ruby Newman from the Rainbow Room and airing thru NBC-Red put everything he knew into "In My Little Red Book" which was vocalized well and instrumented beautifully. "Let Me Look At You" was just so-so. His waltz medley was diverting and "Dipsey-Doodle" fair.

The announcers on the Busse and Newman program should go to the blackboard and write 300 times "I am not funny. I must try not to be funny!"....Their interruptions and attempt at humor was the last thing in boredom....Andre Baruch who handled the Lyman show gets a kiss for just mentioning the title of the next selection and that's all!

Leon & Eddie, the famous Gold Dust Twins of West 52nd Street, have scored again and this time with a Gala Welcome Home Radio Party to Ramona, the famous songstress who recently returned from London. This party will take place at Leon & Eddie's on Sunday evening, March 27.

Will Osborne and his Orchestra open at the Meadowbrook Country Club in Cedar Grove, New Jersey, April 16th for an indefinite stay with a CBS and Mutual wire....Andy Kirk and his Orchestra who has been heard over the National Broadcasting System three times weekly, from the Grand Terrace Cafe in Chicago, has had another broadcast added making four times weekly.

Shep Fields and his "Rippling Rhythm" orchestra, currently playing at the Fox Theater, Detroit, goes into the Lyric Theater, Indianapolis, tomorrow. He has a schedule which will keep him occupied throughout the Midwest until the middle of April....Ozzie Nelson, with a highly successful stay at Victor Hugo's behind him in Beverly Hills, has begun a road tour along the West Coast. His band must necessarily be in Los Angeles week-ends for the Sunday night commercial....Frank Novak and his orchestra will play at the inaugural dance of the Dartmouth Club at its new headquarters on March 26.

"Snowtime," written by Ken Sisson, has lyrics by Lionel Shapiro, young Manhattan commentator on Sisson's weekly radio show "Canada 1938," and New York columnist for the Montreal Gazette. The French words are by Georges Toupin, unknown in the United States but for many years one of the greatest French script writers and lyricists ....Sisson is not new as a composer and is recognized as a consistent producer of standard tunes. He is especially well-known for his brilliant orchestral arrangements for Irving Berlin and many leading band leaders.

Paul Damai, radio editor of the "Hammond Times," and Ray Patton are launching a new show to be called "Patton's Pillar of the Air" over WWAE, Hammond, Thursday. Feature of premiere broadcast will be a sketch of two Tin Pan Alley men writing a song. Music for show has been specially composed.

Orson Welles came out Monday for his Shakespeare forum broadcast on Tuesday from Erlanger theater.



FRANKLIN KELLY has been signed by KMPC to appear on the Monday - Wednesday - Friday "Let's Share the Day" program, heard at 10:45 a.m. on those days, and produced by Arthur E. Sutton, program director at the station. Kelly is a newcomer to the Coast, but is well known for his work in light opera and with the Municipal Opera in St. Louis.

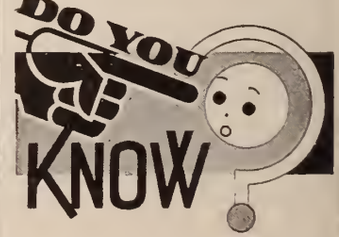
Warren Brown, sports editor of the Chicago Herald-Examiner, will be quizzed by Mark Kelly on his "Man to Man" sports commentary on KNX-CBS Pacific Coast, Thursday at 7 p.m. Brown covered the Santa Anita Handicap for his paper and remained to check up on baseball squads in training out here.

"One Man's Family," its cast, and its author, are planning a return trek to San Francisco sometime this summer, according to author Carlton E. Morse. Morse is arranging to broadcast his weekly NBC show from the Bay City for a month or so, during which time he and the cast will have an opportunity to visit their families and homes. The return to San Francisco is in line with the statement made when the program transferred to Hollywood, at which time Morse and NBC said the show would originate in San Francisco occasionally.

James Wood, Jr. to Marry

James Wood, Jr., NBC engineer, has become engaged to C. W. Farrier's, NBC television coordinator, secretary, Victoria P. Geiger. They will be married at St. Bartholomew's Church on April 23.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang



No wireless set may be used in Australia until the user is actually in possession of a Broadcast Listener's License for which there is a prescribed fee. However such licenses are issued free to any blind person over 16 years of age.

AGENCIES

TEEL WILLIAMS has resigned as account executive of N. W. Ayer & Son to become associated with Williams & Saylor, Inc., as vice president.

THE WGN ADVERTISING Alumni Association has been formed by former advertising men associated with the Chicago Tribune and radio station it was announmed yesterday. Next meeting of the group is set for April 27 at which time Robert R. McCormick, president of the Tribune, will be invited to speak.

EDWIN W. GLEAVES, formerly merchandising manager and news commentator for WLAC, has resigned to join the Bert-Gitting Advertising Agency, Milwaukee. Appointment becomes effective immediately.

TEEL WILLIAMS, formerly with N. W. Ayer & Son, has joined Williams & Saylor Inc., as a vice-president.

W. C. HOUSE, advertising manager of the Larvex division of Zonite Sales Corp., put out a "feeler" via a new program on WMCA.

Swift & Co. on Two

Chicago—Swift & Co., Chicago, has launched a spring campaign for Vigoro (plant food) on KFWB, Hollywood, using Major Bateson, Gardener of the Air, spot announcements on KMA, Shenandoah, Ia. J. Walter Thompson, Chicago, handling.

Wanna Be An NBC Announcer?

NBC has figured out that the composite NBC-Radio City announcer would look something like this. He is slightly over five foot 11 inches tall, weighs 165 pounds and has straight dark brown hair and brown eyes.

He is over 31 years of age and is most likely married. NBC also found out that he went to college, does not say whether he graduated, and that while in college he studied dramatics, if it was not chemistry, medicine, languages, or something else. He got into radio via the back door, either through stage or newspaper work.

Petrillo's NAPA Speech Not Official AFM Matter

(Continued from Page 1)

pathies are with those seeking to curtail disks or obtain property rights in any musical field, the primary concern right now of the AFM is "how to put more musicians back to work." Weber stated yesterday that he did not believe it was possible for Petrillo to hold down both his AFM connections and also work for the NAPA.

Meeting held yesterday between the AFM sub-committee of its Executive Board and attorneys representing phonograph record manufacturers will be continued today, on the matter of clauses in the proposed licensing agreement. Attorneys who attended were Milton Diamond, for Decca; M. H. Lavenstein, for Columbia, Brunswick and American Record Corp., and David McKay and E. B. Morris, for RCA Victor.

Bree Cosmetics on WTMJ As Test for Other Spots

(Continued from Page 1)

operatic music. Ruthrauff & Ryan, Chicago, handling account.

If test works out similar programs may be started in New York, Atlanta, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, Oklahoma, Dallas, Denver and Los Angeles.

KOIN-KALE, Portland, Ore.

Latest addition to the staff is Don Price, control room engineer and graduate of Medford (Ore.) High School.

Aids in making out federal income tax returns are explained in a series of talks over KOIN in cooperation with J. W. Maloney, Oregon collector of internal revenue. Talks are scheduled in the evening to reach the largest possible audience.

GUEST-ING

EDDIE CANTOR speaking on Modern Gods on the Women's Hour March 22 (WHN, 3 p.m.)

BEATRICE LILLIE on the Benny Goodman portion of the Camel Caravan March 22 (CBS, 10 p.m.)

BOBBY BREEN, interviewed by Radie Harris, March 17 (MBS, 6:45 p.m.).

JUDY GARLAND, on the Al Pearce and his Gang program, March 29 (CBS, 9:00 p.m.).

DR. HOWARD HANSON, on NBC Symphony Orchestra program, March 26 (NBC-Red and CBC, 10 p.m.).

FERDE GROFE, on Magic Key program, March 20 (NBC-Blue, 2 p.m.).

PESCHA KAGAN on the Heinz Magazine on the Air Mar. 27 (CBS, 5 p.m.).

WILLIAM S. HART will be interviewed by George McCall on the Hollywood Screenscoops program Mar. 22 (CBS, 7:15 p.m.).

Nuptial Note

Jack Meakin, NBC musical director in Hollywood, and Patricia Norman, songstress with Eddy Duchin, were married over the week-end in Yuma, Ariz.

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and now—FULFILMENT

FCC CONSIDERS CRAVEN ORDER ON MONOPOLIES

(Continued from Page 1)

ly informed last night that the full commission spent all day discussing Craven's order-proposal. At nightfall it was explained FCC would formally pass on the order Friday morning when informed observers expect it will be passed and the three investigatory commissioners appointed. Kindred proposal will also be considered.

The Craven order follows shortly Chairman McNinch's NAB convention address advocating self-investigation of radio monopoly. It is believed such a probe will head off the continued fight for a radio and FCC investigation by Congress.

In a special two-page statement Craven pointed to his plea for more facts and data on the broadcast industry contained in his recent report on the social and economic aspects of radio broadcasting.

Craven said securing of the information he wants would lead "to an intelligent understanding of the progress and improvements which should be undertaken by the industry."

Craven also reminded his fellow commissioners that in his report "it was suggested that further studies be made of the social and economic phases, particularly with reference to contractual relationships between chain companies and networks, and the effect of competition as well as improvements in program continuity."

Craven continued: "Recently there have been many criticisms and charges with reference to alleged shortcomings of the existing application of radio to the service of the public. Therefore the time has come when complete facts and data are necessary to establish the truth or falsity of such charges. This is essential in the interest of the public as well as for the stabilization of an industry which in general has rendered excellent service to the American public.

"It is also essential to secure other information of an economic character which will result in a clearer understanding of the complex problems involved in the application of radio to the service of the public, and lead to more farsighted regulation than is possible at present."



Greetings from Radio Daily

March 17

Jimmy Grier
Edwin M. Whitney
Frank McDonnell
Syd Leipzig

☆ Coast-to-Coast ☆

EARL HARPER will inaugurate the baseball broadcast for the current year over WNEW March 23 when he brings a play-by-play description of the training camp game played between the Newark Bears and Boston Americans. The broadcast is the first of a series to emanate from Florida during spring training sessions.

Ralph Edwards, CBS announcer and actor, has had his option renewed by Republic Pictures and is set for a new release to be filmed in the near future. Edwards' scenes will be shot at the Long Island studios.

Howard S. Meighan, of Radio Sales, was re-elected as a trustee of Mamaroneck township at Tuesday's election.

Hal Seville, commercial manager of WBAX, Wilkes Barre, was seriously injured in an automobile accident last week-end and is at present recuperating from a crushed chest at the Medical Center, Jersey City.

Ernest Mobley Jr., formerly with KASA, Elk City, has been added to the announcers' staff of KFXR replacing Perry Wooley.

In order that WHO might carry the educational and entertaining series, "Great Plays", the sponsors of the Betty Ross News Bulletin, the Pfaff Baking Co., have sanctioned a schedule change. The newscast will now be heard at 5 p.m. directly following the new series which runs from 4 to 5 p.m., fed by NBC.

WQAM, Miami, is using the phrase "It is your duty to register and vote" on station breaks as a means of promoting civic spirit in the forthcoming elections. Maurice Fink of WQAM sports announcer, is taking time out for an appendectomy, while Dinty Dennis and Leslie Harris are airing International Four Ball Golf Tournament for Kellogg's.

NBC has signed Elvira Rios as a sustaining artist. The Spanish singer and actress, who is now working in Paramount's "Tropic Holiday," will be heard on Thursdays at 4:30 to 4:45 P.S.T. on her own program with musical accompaniment by Frank Hodek and orchestra.

After hearing Martha Dullin, WBT commentator who conducts Women Make News, interview Mayor Burnet R. Maybank of Charleston, S. C., an Iowa listener wrote in telling her that in his opinion she was the best woman commentator on the air. Miss Dullin returned to the studios this week after a week's illness.

Lee George, formerly head of KWTO-KGBX sports department, has resigned to free-lance. Besides his broadcast activities he refereed 320 basketball games during the 1935-1936 season.

The entire KDKA production staff was called in to design the new series of weekly "Tap Time" programs for the Fort Pitt Brewing Co. The program, emceed by Bill Hinds, will feature Maurice Spitalny as orchestra conductor and violin soloist, Faye Parker, contralto and whistler, and Billy Sherman, baritone. Program, heard Mondays at 7:30, starts March 21.

The regular Tuesday night broadcasts of Al Pearce and his Gang over CBS will be heard from Kansas City on March 29, and from St. Louis on April 5, where they are making theater appearances. Judy Garland will be the guest artist for the broadcast from Kansas City.

"Tom Foolery," a regular W8XWJ variety show featuring the "Gagazine of the Air" whose co-editors are known to their public as Cohn and Kohner, has been opened to the public every Saturday in Studio B in WWJ's building at 6:45 p.m. The show, which only WWJ's ultra-high frequency station will broadcast, will go on the air at 7-7:30 with rhythm music furnished by the High Hatters Orchestra.

Joe Villela, KQV-WJAS publicity director and emcee on the Club Oldsmobile program over KQV is now the leader of a twelve-piece band.

Effective March 19, several WIBG feature programs switch times. Uncle Jim's Radio Revue, previously heard on Saturdays at 12:30 p.m., will be heard from 2 to 3 p.m. The WIBG Farm and Home Hour will be broadcast at 11:30 a.m., Monday through Friday. The Wonder Valley Boys will present their program every Saturday at 1:15 p.m.

WPTF in Raleigh, along with other stations, is beginning to feel signs of Spring. This is evidenced by the boost in mail caused by listeners who are availing themselves of the free-seed offers made on The Monticello Party Line, Ma Perkins and The Clark Gardener programs on that station.

Fashion Academy on CBS

The Fashion Academy will announce the winners of the Academy Award for the best dressed women in radio over a CBS network in a special broadcast Mar. 19, 1-1:15 p.m.

NAB DEFERS MONDAY MEET; REPORT INCOMPLETE

(Continued from Page 1)

be needed, according to wires sent to members of the board of directors.

Notice sent to the board members and signed by Philip G. Loucks, special counsel and acting head of the NAB, read as follows: "Chairman Ethridge has instructed me to advise you that it is most imperative that NAB board meeting be postponed from March 21, to a date yet to be determined by the Executive Committee.

"Committee has had two meetings and committee members are working with all possible speed but they have found the task more difficult than first anticipated, and it is now apparent that final report and recommendations cannot be ready on March 21. Please be prepared to respond to telegraphic call upon reasonable notice."

LOUISVILLE

George Patterson, program director of WAVE, passing out the cigars. Proud father of a bouncing baby girl, his first offspring.

Earl Keller, former leader of pit bands in leading vaudeville houses of the city, and erstwhile musical director of WHAS, has taken charge of the WAVE staff orchestra, replacing Harry Diekman.

Falls City Brewery after several auditions, has decided to sponsor an all-musical program over WHAS, using the staff ork directed by Bobby Hutzell.

Joe Hepp, dialect comedian for several years over WHAS and WAVE has been appointed a county policeman. Was formerly a city detective.

Gertrude Hardeman, for the past seven years with NBC and CBS in New York, visiting Prof. Karl Schmidt, prominent local musician, and readying several script shows for Eastern agencies.

ONE MINUTE INTERVIEW

RALPH EDWARDS

"Announcing has become a highly specialized profession and it carries with it a heavy load of responsibility. No matter how elaborate a program is, the brunt of the selling falls on the person who delivers the commercial. Training in diction and voice control is not enough for the person who steps up to the microphone on behalf of the sponsor. Salesmanship is so important a factor that an intensive course in that subject is not at all amiss. One thing I try assiduously to avoid—and that is, to convey the impression that I am on a platform making a speech. It's much more effective, I think, to adopt a friendly manner of speech."

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 54 NEW YORK, N. Y., FRIDAY, MARCH 18, 1938 FIVE CENTS

Wants FCC Included In Probe

NO "MONOPOLY" IN CBS' MAKEUP STATES PALEY

William S. Paley, CBS president, stated yesterday that the organization of the CBS network prevents any "possibility of network monopoly." Paley pointed out that out of the 114 stations on the network, only eight were owned by CBS and one operated on lease.

He made the statement in reply to the resolution which Commissioner T. A. M. Craven has put up to the FCC. Resolution calls for the inves-

(Continued on Page 8)

NBC's Boxing Sponsor Gets Festival April 1

Adams Hats on April 1, will sponsor 30 rounds of boxing over the NBC-Blue network, 10 p.m. First bout will be from Madison Square Garden with Fred Apostoli and Glenn Lee trading punches. At the conclusion of this fight, broadcast will shift to Chicago to pick up the Joe Louis-Harry Thomas world's title bout.

Both fights are 15 rounds. This is the first time in the history of radio that blow-by-blow descriptions of two top card fights have been aired in a single night via radio.

Crossley Chairman of AMA

Archibald M. Crossley, president of Crossley Inc., has been elected chairman of the New York Chapter of the American Marketing Assn., succeeding James O'Shaughnessy. Other officers elected were: F. T. Hypps, director of research of Brown & Tarcher, as vice-president; N. H. Seubert, Media Records, vice-chairman, and Lawrence B. Whit, of the marketing ass'n which bears his name, was re-elected secretary.

Breezin' Along!

Rochester—Ken French, WHEC announcer, carried a mike into the uppermost parts of a flying trapeze to interview acrobats. For 20 minutes Ken straddled a 2-inch pipe to talk 65 ft. up. He was originally slated to fly through the air with the mike, telling how it feels.

Canadian Tap

Montreal—Automobile owners in Canada were disappointed to learn from Deputy Minister of Transport that they must pay the $2.50 license due April 1, even though they are already paying a license for a radio set in their homes. Only tourists' are exempt.

TRANSRADIO NORTHWEST SETUP IS OVERHAULED

Seattle, Wash.—The local office of Transradio Press Service announced today that Transradio's leased teletype service in Washington State and Oregon will be put on an 18-hour-a-day basis effective April 1st. Hitherto TP's Pacific Northwest circuits have operated 16½ hours daily.

Harold Parr, Seattle Manager of Transradio, said the expansion of service was part of a general program of expansion in the Northwest. Simultaneously a widespread shakeup of TP clientele in Washington State is expected. Transradio is suspending service to KMO, Tacoma, in the next few weeks "because of di-

(Continued on Page 2)

Branham Co. Signs Two; WAAT Goes to J. J. Devine

The Branham Co., effective immediately, has been appointed national station representative for KXYZ, Houston, and KRIS, Corpus Christi.

WAAT, New Jersey has appointed J. J. Devine & Associates as exclusive national representative, it has been announced by Paul H. La Stayo, president of the station.

Rep. Wigglesworth Still Squirms Despite Craven "Order" and Will Continue To Seek An Investigation

Washington Bureau, RADIO DAILY

Washington—Yesterday's announcement that the FCC was considering a resolution to investigate alleged monopolistic practices within the radio industry was considered on Capitol Hill here today as "a red herring to thwart off the inevitable congressional investigation of both the FCC and the industry combined."

Describing the Federal Communications Commission as "a group who by their own testimony were weight-

(Continued on Page 3)

OPTIMISTIC SYMPOSIUM ON NBC RED MARCH 21

"Spring Outlook on Business" is the title of a symposium which NBC will stage on March 21, 9:30-10 p.m., over the Red network. Prominent speakers from all fields of industry will be heard on the program which will originate from New York, Washington and Hollywood.

Speakers are Edwin S. Friendly, chairman of the committee on advertising of the American Newspaper Publishers Assn.; Dr. John F. Anderson, who was chairman on the advis-

(Continued on Page 2)

CBS Auxiliary Studio "Blasted" Off the Air

CBS studios at 799 Seventh Ave. were forced off the air for 13½ minutes Wed. due to cable trouble. Blasting at 52nd St. and Sixth Ave., where a new subway is now under construction, was blamed. "Life of Mary Southern," had just started the day's

(Continued on Page 2)

WMAZ Gets Power Boost

Macon—The FCC has granted a power increase to 5,000 watts during daylight operation to WMAZ it was announced yesterday. According to station officials power grant is expected to double station's coverage.

COAST TALENT BUILDUP ON TWO WEB PROGRAMS

The Columbia Broadcasting System and Columbia Management of the west coast, through KNX, will institute a twice-weekly audition period for the purpose of discovering new talent for CBS. Charles Vanda, CBS West Coast Program Director, will be in charge and will also be a member of the special audition board

(Continued on Page 3)

Liggett & Myers Revamp Whiteman Program Plan

Liggett & Myers Tobacco Co. yesterday revealed its corrected plans for the new series of Paul Whiteman programs which are scheduled to begin April 1. Sponsors under a special merchandising plan will feature Whiteman in a series of Swing musicals with a set vocalist, probably

(Continued on Page 2)

Artists' Bureau Restrictions Defeated in N.Y. Assembly

McNinch-NAB Meet Off

Washington Bureau, RADIO DAILY

Washington — Proposed luncheon-meeting of NAB board of directors with FCC Chairman McNinch has been postponed "for a few days," it was revealed at headquarters yesterday. Reason for the delay is the postponement of the NAB board meet originally scheduled for next Monday.

Albany — Legislation which allows National Broadcasting Company and Columbia Broadcasting System and other web artist bureaus to continue as booking agencies without restrictions by State Labor Department yesterday passed the Assembly under the sponsorship of Assemblyman H. B. Ostertag. Bill is now being handled by Senator Howard in his Chamber.

(Continued on Page 3)

Pittsburgh Bowlers

Pittsburgh — Radio bowling league wound up another season with KQV, again in first place. WCAE, was second, WWSW, third and WJAS in cellar position. KQV's strong men are: John Laux, manager; Lou Kay and Jack Buchheit, salesmen, Criss Cross, program director and Joe Villella, announcer.

RADIO DAILY

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DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Thursday, Mar. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	130¾	128¾	128¾	— 1¼
CBS A	16	16	16	— ½
CBS B	16	16	16	— ⅜
Gen. Electric	39⅛	37¾	37⅞	—5-16
RCA Common	6¼	6	6	....
RCA First Pfd.	47	46¼	46¼	— ½
Stewart Warner	8⅝	8¼	8¼	— ⅜
Westinghouse	91½	89½	89½	+ ¼
Zenith Radio	13¾	13⅛	13⅜	— ¼

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4⅞	5⅜

CBS Auxiliary Studio "Blasted" Off the Air

(Continued from Page 1)

episode when the blast occurred, and program of music was dubbed in immediately from headquarters.

"Hilltop House," which was in rehearsal at the time, was rushed to main studios by cab and went on as scheduled at 5:45 p.m. Latter program, sponsored by Colgate-Palmolive-Peet Co., changes its air time effective April 25 to 10:30-10:45 a.m. with repeat airing for Denver and west coast at 4:30-4:45 p.m.

Red Cross Series in May

The American Red Cross and the United States Office of Education of the Department of the Interior jointly have announced an international shortwave broadcast addressed to the students of the world, to be carried by W2XAD and W2XAF, Schenectady, 6 to 6:30 p.m. (EST) May 4. The NBC-Red network will carry the program, long wave, in this country.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

JAMES R. CURTIS

JAMES ROBERT CURTIS, owner and president of the "Voice of Longview" (Texas), radio station KFRO, in radio's pioneer days, while still a student of law, conducted a mail order business by short wave selling parts to amateurs. He is now licensed to practice before the FCC and the Supreme Court as well. In 1923 he obtained a license to operate the third station in Fort Worth, his birthplace, with the call letters KFRO. In 1931, on the discovery of oil in the East Texas Field, he moved to Longview, taking KFRO along with him, with a construction permit from the FCC to be known as the "Voice of Longview." Actual operation began in 1935. By 1937 Mr. Curtis had bought out his incorporators, becoming sole owner, and the station had increased its power from the original 100 watts. With an A.B. from Texas Christian, B.E. from Brantley-Draughon Business College, M.A. from Southern Methodist and an LL.B. from Cumberland University, he is president of the Longview Junior Chamber of Commerce, Director of Longview Community Chest, Lions Club, the city's branch of the Federal Savings and Loan Association, Secretary of the Texas Broadcasters Association, Honorary First Lt. Tenn. Nat. Guard . . . He still finds time to contribute to newspapers, radio, canine magazines and breed St. Bernard dogs.



Has a degree for every call letter....

Transradio To Increase Its Service in Northwest

(Continued from Page 1)

vergencies of contract policy," according to Parr. Recently Transradio suspended service at KGY, Olympia and at KRKO, Everett for other reasons, Parr explained. Subsequently the delivery of service to KRKO, Everett was resumed on the basis of a new contract.

Parr said he expected Transradio would revise its commitments in Spokane within the next 30 days. For 2½ years Transradio has been serving KPQ and KGA of Spokane, prior to which time it served KFPY of Spokane.

In the states of Washington and Oregon and British Columbia, Parr pointed out, Transradio serves more than twice as many radio stations as all of the other press services combined. In the same area it is serving three daily newspapers.

Gil Murray Joining CBS

Pittsburgh—Gil Murray, salesman for the WJAS-KQV stations, is leaving March 25th, to become affiliated with the Columbia Broadcasting System's WBT Division, Charlotte, N. Carolina.

Schechter Takes the Air

A. A. Schechter, NBC director of news and special events, will be interviewed by Frank Mullen, RCA director of publicity, on the Farm and Home Hour, NBC-Blue, Mar. 21, 12:30-1:30 p.m.

Schechter will tell how NBC builds and puts on special event programs, such as the recent broadcasts from Vienna and Egypt. Mullen, before he joined NBC, was director of the Farm hour.

Good Business Symposium Set for NBC-Red March 21

(Continued from Page 1)

ory committee of the National Suit & Cloak recovery board; J. J. Pelley, president of the Assn. of American Railroads and Joseph Schenck, president of the Assn. of Motion Picture Producers.

Also Tom Girdler, president of the American Iron & Steel Institute; Alvin Macauley, president of the American Automotive Manufacturers Assn., and Paul S. Willis, president of the Grocery Manufacturers of America.

Doug Connah Joins Agency

Douglas Duff Connah, formerly associated with BBD&O and the Columbia Broadcasting System, has been named Radio and Publicity Director of James A. Greene & Co., Atlanta, Ga., which handles the Nehi account. Connah will make his headquarters in New York for the present.

Connah, whose duties at present will center upon the Royal Crown Revue, NBC feature sponsored by Nehi, replaces Sam Slade, who has resigned.

WIP and Rambeau Quits

Philadelphia — WIP, Philadelphia, and its national representative, William G. Rambeau & Co. have severed connections. Station has not appointed a successor as yet.

The PERFECT MARKET'S LOUDSPEAKER
WOKO
ALBANY, N.Y.
Newly Equipped for Super Power

COMING and GOING

AL DONAHUE and wife leave Palm Beach today for a short trip to Nassau. Will return Sunday and go to New Orleans where Donahue and band are scheduled to open at Roosevelt Hotel.

GEORGE SCHER, publicity director Lennen & Mitchell, sails aboard the Greystoke Castle April 20, on a trip around the world.

FRED WEBER, MBS general manager, left town yesterday for trip to Cleveland, Chicago and St. Louis. He originally planned to leave town last Monday.

GENE O'FALLON, manager of KFEL, Denver, is in New York.

K. K. HACKATHORN, WHK sales manager, is making the rounds around town.

ROBERT E. BAUSMAN, business manager of WIRE, Indianapolis, is in town for a few days.

JOHN LYMAN BOGERT, Benton & Bowles account executive, and MRS. BOGART sail today on the Santa Paula for a 17-day South American cruise.

Liggett & Myers Revamp Whiteman Program Plan

(Continued from Page 1)

Connie Boswell. Program will be designed for the younger generation and will follow somewhat along the lines of the Benny Goodman Camel broadcasts. Guest stars will be used, but will be especially designed to fit in with the swing motive. Phil Cohan, recently returned from the west coast, takes over production and Al Lewis and Hank Garson will probably handle the writing end.

Program is heard Fridays, 8:30-9 p.m. over the CBS network. Newell-Emmett has the account.

Talent and Production Set on MBS Morris Show

The Philip Morris-Mutual show which starts March 25, 8-8:30 p.m., will have Arlene Francis and Erik Rolf conducting the audience participation program entitled "Johnny Presents, What's My Name." Ray Block and his orchestra will furnish the music. Johnny and Charles O'Connor will be on hand to handle the commercials.

Program will emanate from the Mutual Playhouse. Persons, selected from the studio audience, participating in the program will receive cash awards from $5 to $10 depending on how many guesses they take to answer the question. The Biow Co. is the agency.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

CONGRESSIONAL PROBE NEEDED SAYS WIGGIE

(Continued from Page 1)

ed down with all they could do at the present time," Congressman Richard Wigglesworth of Massachusetts told RADIO DAILY today that the pending FCC investigation of the radio industry would not in any way cause him to relieve pressure for an investigation by Congress.

"I have believed all along, and still believe," Wigglesworth said, "that an investigation of the radio industry should also include the Federal Communications Commission as well and I haven't changed my mind in the least."

Coast Talent Buildup on Two CBS Programs

(Continued from Page 1)

which will include Lud Gluskin and Wilbur Hatch. William Moore will conduct the auditions.

Vanda also announced plans to introduce a Talent Parade which will be a tie-up between Columbia Management and commercial agencies. Talent selected from the auditions will be placed in a training school to be run by the Columbia Management Corp. and when ready, will be presented as new faces talent to agencies.

Entire audition set-up has been decided upon following an announcement made recently by Herbert Rosenthal that Columbia Artists, Inc., will maintain a policy of open doors for all new talent. It is expected that an average of 70 newcomers will be heard at each session at the KNX studios.

KSL Hires Dr. A. L. Beesley For New Crime Programs

Salt Lake City—In connection with a new series of Crime Commentation, Earl J. Glade, managing director of KSL, announced yesterday that the Salt Lake CBS affiliate has collaborated with the Salt Lake Tribune-Telegram in bringing Dr. Arthur L. Beeley to the Special Features Dept. of KSL. Dr. Beeley holds Professorship of Sociology at the University of Utah and is regarded as one of the nation's outstanding authorities on Criminology.

Series will be heard Saturday at 7 p.m. Dr. Beeley's comment will be elicited by Earl J. Glade who will take the role of inquisitor during the program.

The topics and themes will be tied in with a large newspaper campaign directed to administrative, municipal, and law enforcement agencies of all the western states the Salt Lake Tribune serves. Literature will be made available. The cycle will be the most comprehensive attempt to discuss the Criminal Social problem affecting American cities ever attempted by KSL.

NEW PROGRAMS—IDEAS

Program Name Contest

The "Program Without a Name" which Warren Sweeney, popular WJSV announcer, has been conducting every week-day morning from 6:00 to 7:00 now has a name. In its place is a program with the title, "Old Chanticleer." The name came to be as a result of a contest engineered by Warren with a five dollar first prize for the best title for the program. The originator, and the winner, is Mrs. Henry G. Hanford, 3706 Military Road, Chevy Chase, D. C.

The crowing rooster will open the program, be heard intermittently throughout and then close the show.

"Inquiring Subscriber" on WISN

New series of programs arranged by the Milwaukee Community Fund entitled "The Inquiring Subscriber" made its debut on WISN Wednesday.

The "Inquiring Subscriber" program develops the reactions of Community Fund subscribers who made tours of the agencies in order to see for themselves just what is being accomplished by their subscription to the Fund.

Program is in the form of interviews between an interpreter from the Community Fund and a guest of WISN from various trades and professions.

Purpose of the program series is to acquaint Fund subscribers how the Community Fund spends its money.

Aiding the Dog Catcher

"Towser Town Tattler", is the title of a novel program recently inaugurated by WJW. Program, which utilizes a mobile unit, is heard from the Akron dog pond where unclaimed pups are interviewed and described and an effort is made to have them claimed by the owner or by dog lovers who are willing to pay the ransom. Program has revealed a human interest angle, especially to children.

"The Trailer Family"

The adventures and misadventures of the Thomas family on their transcontinental tour in their new trailer is the theme of the new dramatic series heard over WIP each Tuesday and Thursday morning at 11:45 a.m.

The cast includes the father, Clarence; mother, Clarie; daughter, Emily and that scamp of a son, Junior.

Clarence, ostensibly the head of the family, is a mild-manner individual; wife Clarie is the typical backseat driver (than which there is no worse), Emily is young, pretty, and goes for Robert Taylor, and Junior is just another one of those spoiled brats who have had the rod spared on them.

From time to time, other characters are woven into the yarn, and the entire cast is drawn from the WIP dramatic staff.

Scripts are written by Cyrus Beck, well-known in local literary circles.

WIP's "My Stars"

In order to aid the layman to become better acquainted with the stars, WIP has inaugurated a new series of programs, "My Stars," which are broadcast each Tuesday evening from 8:30 to 8:45 p.m.

Conducting this series is Armand Spitz, formerly editor and publisher of a suburban newspaper, and at present editor of "The Institute News" of the Franklin Institute. Spitz is a widely-known amateur astronomer, and lectures almost weekly on the popular aspects of astronomy.

This new series will present introductions weekly to some of the stars which may be seen in the heavens at that particular time. An unusual feature of the programs will be the suspension of the show for several minutes weekly after the evening skies are described, so that listeners may go out-of-doors and see the stars for themselves. During this unusual intermission, music (with the stars as themes) will be played, and the quarter-hour program will conclude with brief stories of the legends of the stars.

In addition, Spitz will send specially-prepared star charts of each week's talk in advance to any who request them. A complete set of these charts will make a valuable collection of simplified star guides.

N. Y. STATE ASSEMBLY FAVORS ARTIST BUREAUS

(Continued from Page 1)

Bill was brought up for discussion earlier in the week by the SFC for public hearing at which time License Commissioner Paul Moss of New York opposed provisions of the bill which included the networks. Moss could not see why the nets should be exempt from employment restrictions.

Last night there was very small possibility that any anti-radio bills would be passed by the legislature before it adjourns Saturday morning. The Berg Libel Bill and McCall Measure both seem to be definitely out. The Drive for Piper-Esquirol Ascap bill which is being supported by both radio and theater men has a fair chance of being reported out of Assembly Rules Committee sometime today. If it should come to a vote, feeling is that it will be defeated, although it has gained strength among upstate members.

Two Web Shows Quitting

Two NBC shows are going off, "Jack Armstrong," sponsored by General Mills, and "Rising Musical Stars" sponsored by Sealtest laboratories. Former show signs off on April 25, latter on April 17.

Sealtest, however, is planning a new afternoon series for an NBC net which will take the place of the closing show.

If You Lived in Bay City

WBCM
the only station in Bay City.
Primary pop.—176,012
Radio families, (primary)—33,201
Annual Retail Sales (Bay City only) $11,503,000

....where there's only one Radio station in the city...chances are you'd listen to that station (WBCM) almost exclusively ... BECAUSE ...clear reception...local sentiment...highest quality entertainment ...then multiply this "one city-one-station" exclusive set-up seven times...add WXYZ (key station) Detroit...and you have, figuratively speaking, an advertiser's paradise

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative



HOOSIER HOT SHOTS have a busy fortnight ahead. Four network shows a week, five recording dates and two fairs as well as several one night personal appearances.

"Know Your Authors," with Ethel Reid Winser, on WIND folds after next Sunday's broadcast.

Little Jackie Heller playing at Madison, Wis., theater this week and next week goes to Fox Theater, St. Louis.

Arthur Peterson, NBC actor, is writing a play about John Alden which he hopes will get an airing on birthday of patriot. Peterson is descended from Alden.

Marilyn Thorne, 12-year-old songstress, has rejoined Ted Weems and band at the Trianon. She is being billed as the Singing Cinderella of the Air.

The Hoosier Philosopher (Carlton Guy) and WAAF have parted company after a run of four or five years.

PHILADELPHIA

George Thomas, WCAU announcer, was so interested in a broadcast of W. C. Fields on the CBS network, that when it came time for the call letters he said, "This is WCFi - -," then stopped and gave the correct station break.

Andy Arcari is now being heard with his accordian over KYW and WIP.

Charlotte Van Court Carter has written the script and will appear in the leading role in WFIL's series of "Famous American Women" dramatizations.

Ken Stowman, Public Relations Director of WCAU has been appointed chairman of the radio committee for the Penna. 300th Anniversary Commission.

Dixie Lee again returns to KYW with her counseling problems of the adolescent for parents.

James Allan, program director and Tony De Simone, staff accordionist, of WIP celebrate another birthday this month.

Jim Willard inaugurates a new feature in his weekly revue over WFIL with his "Ten Year Club."

Sherry O'Brien is the latest addition to the sportcasters to be heard over WDAS.

Harry Rogoff is the newest foreign language commentator on the staff of WPEN.

Bob Knox of WIBG, Glenside, replaces Taylor Grant who resigned on the announcing staff of WCAU.

Bowey's Inc. Extends Time

Bowey's Inc. has extended its NBC-Red "Terry and the Pirates" contract to June 1. Program is heard Mondays through Wednesdays, 5:15-5:30 p.m. Original contract expires on April 20.



● ● ● **From Our Little Red Book!....The pressure of writing and speaking 40,000 words a week has finally begun to tell and M.D.'s have ordered Gabriel Heatter to let down! Beginning Monday he takes a long vacation from all midnite work, making of Paramount newsreels and gives up all day time shows! He will drop four sponsors! because the doctors said "quit"—and quit it is...."Hobby Lobby" remains on CBS and WOR ....Talent shake-up on the Brewers' show has been abandoned with everyone remaining. Martin Gosch will be replaced and the writers may again be switched.... Frank Parker is supposed to start on "Hollywood Hotel" April 1—if someone doesn't decide to use George Murphy....Jane Pickens is off the Ben Bernie show permanently....Jean Sablon leaves NBC in May and returns to France....Back to NBC in Sept. where he was signed for another year....Mac Benoff is a new writer signed for the Eddie Cantor Camel series....Andy Devine won't make the trek east with Benny....**

● ● ● *Cleveland Police will be able to spot autos of WHK-WCLE employees immediately. 1938 license plates are all of conservative HK series beginning with HK 51 which is Advertising Mgr. John T. Vorpe's. Vice Pres. and Gen. Mgr. H. K. Carpenter has HK 100. Prog. Dir. Russell W. Richmond has KH 101....Other employees have numbers between 52 and 120. Engineering department has corner on HK 73, meaning regards and HK 88 meaning Love and Kisses in code slanguage....Ohio, in celebrating the centennial of the Northwest Territory, has a picture of an ox-cart or covered wagon on each plate....This is the same as the covered wagon emblem of the United Broadcasting Company which denotes WHK as Cleveland's Pioneer station.*

● ● ● **Tyrone Power quits Woodbury May 1st for 13 weeks and will be replaced. He definitely returns to the series in the fall...."Log Cabin" may fold after April 9....Wm. Esty Hollywood offices close March 22.... Stan Lomax will do his baseball stint this season via WFIL, Philly for WOR ....Bill Goodwin, coast announcer and wordslinger on the Camel show, flew to Yuma and married Philippa Hilber, 20th Century-Fox contract player ....Milton Berle's appearance on the Oakie show will serve as an audition which RKO will use to sell the duo on a studio air show....Sophie Wishik resigned from Transcription, Inc., and will vacash before announcing a future connection....Mark Warnow succeeds Carl Hoff on "Hit Parade" with Peter Van Steeden slated to wave the baton after Warnow....Tom McKnight was named producer for the Brewers' show last night....Wilma Jackson, CBScript writer in Hollywood, married Ralph McDonald last week.... There's a mad rush for Leopold Spitalny's berth at NBC.**

● ● ● *It happened on the 1600th consecutive dramatization of the Dorothy Dix Column over WHAT. The script called for the sound of a canoe rippling along in a stream and finally grounding on a pebbly beach....The following scene required the simple, ordinary sounds of dishes. Milton Laughlin, production director, spent all the rehearsal working out the canoe effects and never gave the dishes a second thought. Came air time and with the wizardry of sound effects, the canoe episode was a decided success....Complacent and pleased, Laughlin was resting on his laurels, when like the overworked bolt from the blue, he noticed the continuity moving inexorably to the cue for the dishes effect—and the dishes hadn't even been brought into the studio. Nothing daunted, the resourceful production director held a hurried, whispered consultation with Paula Markmann, one of the script-readers, the powwow resulting in a pool consisting of a bunch of keys, Miss Markmann's compact, and a metal ash-tray....The consequent effect was so realistic, they completely bamboozled the control-room gang—that worthy organization being still in the dark as to what really happened.*



MABEL STARKE, tiger trainer for the Al G. Barnes-Sells-Floto Circus, which winters in Baldwin Park, near Los Angeles, will do a guest appearance with George Jessel on his Mutual "Thirty Minutes in Hollywood" Sunday. Miss Starke is no novice in front of a microphone, having appeared as a guest on Lux, "Thrills" and various other network shows.

Charles Vanda, CBS program chief on the Coast, invites writers and showmen to submit ideas for programs with: "Radio always needs new ideas and the Columbia Broadcasting System welcomes them." Laying down definite rules for the submission of material, Vanda promises careful consideration of every idea offered.

KMTR now offers Nick Arden, pianist, in a "Study in Black and White" on Sundays at 12 noon to 12:15, and on each weekday at 2:30-2:45 p.m.

George Irwin initials a new program on KEHE, Friday, March 18, at 8:30 to 8:45 p.m., with his "Close-Ups" of Hollywood news.

Warner Theatres are using daily time signals on KNX starting yesterday to April 13, inclusive, placed by Stodel Advertising Co.

Claude Sweeten, musical director at KEHE, paid a graceful tribute to the late Lyda Roberti on his "Music by Sweeten" Friday night by featuring "Lovely to Look At" from "Roberta," the show in which Miss Roberti was starred on Broadway.

Captain Allen Hancock returns to his role of cellist with the Hancock Ensemble over Don Lee-Mutual on Sunday, having returned this week from his latest exploratory tour of the South Pacific in search of little known varieties of marine life, which is another hobby of the millionaire yachtsman-naturalist-musician.

Scher on Leave of Absence

George Scher, publicity director of Lennen & Mitchell, has received a four month leave of absence from that agency and will sail aboard the Greystoke Castle April 20 on a trip around the world. Scher is scheduled to leave the agency April 15. As the majority of the radio accounts at the agency fade from the air during the summer. Scher's post will not be filled until his return next fall.

WFBL Returns "Pipedreamer"

Syracuse—"The Pipedreamer", old favorite of central New York radio fans will return to WFBL for regular Friday performance (4:45 to 5:00 p.m.) by Jack O'Neil, WFBL announcer.

Poetic readings against background transcribed music gives O'Neil chance to follow footsteps of other star pipedreamers, George Perkins and Rev. Dr. Bernard C. Clausen.

PROGRAM REVIEWS

Ray Block's Varieties

Program yesterday over CBS at 3-3:30 p.m. presented a new emcee who took the play away from the oldtimers that appear on the show regularly. Red Evans, who has appeared on a number of network shows with his swing sweet potato, did an excellent job with a cast that included Larry Clinton, Ruth Carhart and Eton Boys, guests, John Wolf and Ray Block and his orchestra. Block and the band did a good job on Top o' the Mornin' while singers proved effective in rendering Two Bouquets, Old Apple Tree and Josef-Josef. In honor of St. Patrick's Day, program also featured a few numbers by Martin Burns on an instrument that should have never been allowed in the studio. Program moves fast, and is good entertainment. Evans, who played one number on his "sweet potato", did the continuity on the show as well as the emceeing. Dick Swift responsible for production.

Encores and Epitaphs

This Tuesday and Thursday feature heard over WNEW at 4:45-5 p.m. continues to enjoy a huge listening audience composed of those dialers interested in radio, stage, screen and literature. One of the best airings in the series heard the other day when cast dramatized a new book, "Murder on the Nose", a radio novel. Doris Smith, who handles the commentary as well as doing the continuity, does a good job, while Doug Arthur, who was pinch-hitting for Bill McGrath, is the perfect stooge. Johnny Jaeger and Ray Hamilton complete the cast.

David Lowe

WNEW's movie gossiper continues to handle his nightly assignments over at that station in first class order, with his mail now jumping well over the 20,000 mark per week. Big draw is the free ducats given out by Lowe to listeners for answers to his Movie Quiz features. Lowe, who has been placed in the 7-7:15 p.m. slot across the board, should hold the Make-Believe Ballroom audience without any trouble for the additional 15-minute period.



Greetings from Radio Daily

March 18th
Phil Alexander Fred Berrens
Edward Everett Horton
George Olsen

March 19th
Frank Chapman John Shepard III
Uncle Wip (Wayne Cody)

March 20th
Ozzie Nelson Lawson Zerbe

ORCHESTRAS - MUSIC

By TED LLOYD

NEW YORK State's Senate, after a sharp debate, passed the Doyle union-backed bill to prohibit the use of school and college orchestras outside of curricular appearances. Vote was 32-12.

Senator Joe R. Hanley of Perry and Senator Doyle, Rochester sponsor, clashed in a sharply worded debate prior to passage of the bill. Doyle held that his measure was right in principle and effective in practice, since the school orchestras often conflicted with union-scale wages and had a tendency to lower prices.

Measure goes to Assembly Rules Committee, where another bill identical with the Doyle measure lies. Originally killed by the Education Committee, the bill was re-introduced by Assemblyman Francis J. McCaffrey a few days ago so that if the Doyle measure passed, it would have two chances of passage in the lower house.

REVIEWS OF THE REMOTES: Guy Lombardo's crew coming from the Roosevelt via MBS at midnite delivered "In My Little Red Book," an oldy, "Way You Look Tonite," "Tipitin" with Carman and the trio vocalizing. Also Rodgers and Hart's new tune, "How Can You Forget" which sounded detached in the lyric ....Midnite on CBS gave us Red Norvo swinging with Mildred Bailey. "Azure" was a weird tune. "I Never Knew" got someone swinging on a trumpet. "Don't Be That Way" was delicious as were each of Miss Bailey's vocals.

Having been the first to comment on the Andrews Sisters' rendition of "B. M. B. D. S." we wish to go on record stating that their recording of "Joseph! Joseph!" is just as sensational as their first. In fact, their offering on Decca-1691A is a vast improvement over their previous — if that's possible....Backed by "It's Easier Said Than Done," a ballad, the wax is worth twice the price being asked!

Edward MacHugh, the Gospel Singer, has had a song dedicated to him. "When the Gospel Singer Sings His Songs to Me," with lyrics and music by Abner Greenberg, also the composer of "Auf Widersehen" and "C'est Vous." The song will be published March 25.

Morton Gould, youthful composer-arranger-conductor, whose "Music For Today" is a regular Monday night feature over the WOR-Mutual network, will appear as guest pianist-conductor on Mark Warnow's "New York on Parade" program March 21st over the NBC-Red chain from 7:30 to 8:00. Since Gould's own WOR broadcast takes the air immediately following, from 8:00 to 8:30, he will need the services of a special elevator and a police escort to make connections between the NBC studios and the WOR theater a dozen blocks away. His NBC stint will end at 7:55, which will leave him exactly five minutes to make the trip.

Continuing the remarks about remote announcers, the one wordslinger on the Jimmy Dorsey show said, in announcing "I See Your Face Before Me"—"This was dedicated yesterday (Tuesday) to the Income Tax Man"—or something just as inane ....Paula Kelly, former vocalist with Dick Stabile joins Al Donahue's crew at the Roosevelt Hotel in New Orleans where Al returns March 25.

On NBC-Red from the Grand Terrace came Andy Kirk's music swinging, banging, hollering, and blowing the guts out of every song rendered ....The reason for Lombardo's continued success, we discover now, is that the song is played like the composer had written it....Kirk's music was nice—because we were able to switch to Lombardo—fast!

SAN FRANCISCO

Toby Reed, KFRC announcer, doing news commentary "Headlines of the Past" Thursdays and Sundays, 9:15 to 9:30 p.m. for San Francisco Bank which uses radio for first time. "Headlines" title was used by John Nesbitt on station many years ago, discontinued when he left.

Second AFRA "mix" set for April 3 in "365 Club" with ork and program under direction of Bennie (NBC) Walker. Tariff $1 a head.

Walter Kelsey, NBC staff musical, appointed musical director, thus filling the vacancy left by Meredith Willson. On the heels, came Jack Meakin's resignation, as a result, 'tis said. Latter married Patty Norman, Eddie Duchin's vocalist, in a surprise Reno splicement. Meakin plans several weeks' rest before accepting one of several offers, which may make H'wood his future base.

BOSTON

John C. Dowd, president of the advertising agency, Dowd & Ostreicher, Inc., addressed the merchants of the nearby city of Medford on the subject of Advertising.

For the first time since their arrival in the United States, the three royal princesses of the tiny Balkan Kingdom of Albania appeared on the air while visiting in Boston. They were interviewed over the Colonial network on Wednesday evening by Ruth Moss from their suite in the Ritz Carlton Hotel in Boston.

Don Hewett, of North Abbington, Mass., has been added to the staff of announcers at WORL. Hewett started his professional career with the E. E. Clive Company at the Copley Theater in the days of Rosalind Russell's performances at that house, but he prefers radio to the theater, and says he is in it to stay.

GUEST-ING

DOROTHEA LAWRENCE, soprano, interviewed by Vivian Shirley, March 23 (WNEW, 2:30 p.m.).

SALLY RAND, interviewed by David Lowe on Sound Track Studio Party, March 19 (WNEW, 7:00 p.m.).

DOROTHY DUNBAR BROMLEY, columnist, on Book - of - the - Month program, today (WQXR, 7:30 p.m.); FABIAN FRANKLIN, editor, March 19 (8:00 p.m.); CHARLES POORE, editor, March 20 (8:00 p.m.); MORRIS ERNST, attorney and author, March 22 (8:00 p.m.).

BUDDY ROGERS, orchestra leader, on Tom Rocap's For Men Only, March 23, (WIP, 7:30 p.m.).

COMMANDER ATTILIO GATTI, explorer - hunter, interviewed by General Peppino Garibaldi, March 20 (WOV, 1:00 p.m.).

VAUGHN DE LETH, on Norman Cloutier Presents, March 20 (NBC-Red, 10:30 p.m.).

Ohio Labor Seeks Outlets

Cleveland—The Cuyahoga County Non-Partisan League has adopted a resolution asking favorable consideration by the Federal Communications Commission of applications for additional broadcasting facilities in Ohio and Cleveland and for establishment of radio stations in all large centers of population under the direction of labor. The resolution asserted that two of four broadcasting stations in Cleveland, one in Youngstown, and one in Columbus, were owned by "interests unfavorable to labor."

Brewers Retain Writers

The Cooperative Brewers Association has not as yet changed writers on the Monday night Lou Holtz show it was learned yesterday. Rumors to the effect that Al Lewis and Hank Garson had taken over the assignment are not true. It is believed however that a change will be made. Program is heard Mondays, 8-8:30 p.m. over the CBS network.

Cupid on the Job

Tampa—Mardi Liles, WFLA's program director bids celibacy farewell on April 2, when he marches up the aisle with Mary Mildred Smith, dramatic actress. The couple have planned a three-week cruise in the Caribbean.

Would 9 years of virtually every phase of station operation be of interest to a radio station, advertising agency, program or talent office or recording studio in New York?

If so, drop a confidential note to

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RADIO DAILY

1501 Broadway New York City

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

CBS Control Operations On View in Coast Setup

Los Angeles—Brilliantly lighted behind sound - proofed, shadowless, double-glass windows twenty feet long, the Hollywood master control center of the Columbia Broadcasting System will be open to public view in the foyer of the new Columbia Square studio building.

This master control point is the nerve center through which all programs originating in the CBS Hollywood studios will be routed over telephone lines to the KNX transmitter and various other stations of the coast-to-coast network.

Carried out in full sight of the public, the intricate operations will be explained by electric signs indicating the sections of the network to which the program is being sent.

Visitors inspecting the Master Control unit will be able to "see" the sound waves of the programs being transmitted. Converted into electrical impulses by microphones in the studios, the program sound are transmitted through Master Control, where four oscilloscopes make the sound waves visible on four separate screens five inches in diameter.

Each of the studios in the new Columbia Square broadcasting center is a complete program source, entirely independent of the others in equipment, power, lighting and air-conditioning. Each has a series of microphone pre-amplifiers and monitor amplifiers that increase the minute volume of sound picked up by the microphones and transmit it to Master Control.

Foreign Reception

Rochester—W8XAI, ultra-high frequency transmitter of the Stromberg Carlson Co. here, has been reported from Scotland and other points in Europe, Australia and the Canal zone. Station broadcasts the same schedule as WHAM.

New Port Angles Station

Seattle, Wash.—Northern Radio Co. here is to install new station in Port Angles, Wash., 50 w. with frequency ranging from 1900 to 3800 kc.

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Japan Needs Equipment

Elaborate plans to short-wave extensive programs from Japan in connection with the forthcoming Olympics, will necessitate Japanese broadcasters buying considerable new equipment, according to the NYK Lines, steamship company handling some of the advance business for the 1940 games. Due to being surrounded completely by water, short-wave is being used exclusively there and the present facilities for stunts on a large scale are inadequate.

Transmitter and antennae of the Nazaki Transmitting station in Ibaragi prefecture, owned by Denwa Kaisha (International Telephone Service Co.) must definitely be improved and enlarged before the games get under way.

Transmitter Destroyed, WHBF on Air in 38 Hrs.

Rock Island, Ill.—Forced off the air at 9:20 p.m. on Wednesday night by destruction of its transmitter in the fire at the Harms Hotel, WHBF here resumed broadcasting less than 38 hours later, setting what is believed to be a record in engineering speed of installation. Loss of actual broadcast time was only 25 hours, 43 minutes.

New plant was set up in the club house of the Saukie golf course, the transmitter supplied from the Collins Radio Co. of Cedar Rapids, Iowa. Almost entire station staff joined in installation of the ground system. Announcers and office workers donned overalls to assist.

New Frequency Monitor

Schenectady — To enable police radio operators to check station frequency periodically or continuously, Radio Department of the General Electric Company has developed a new frequency monitor which is simple both to install and operate.

In complying with the FCC's requirement that all stations have a separate means of monitoring the frequency of the radio signal, this monitor will be found convenient since it operates from 110-volt, 60-cycle, single-phase power, and is installed merely by plugging into a convenient outlet. The equipment is entirely self-contained and requires no tuning or adjusting. Use of headphones prevents audio feedback from entering the station microphone.

Step Up Schedule

Philadelphia—W3XAU, international short wave station, an offspring of WCAU, has increased its daily operation schedule one hour from 11 p.m. to midnight.

The present schedule of the station is now 12 noon to 8 p.m. on 9590 kilocycles; 8 p.m. to 11 p.m. on 6060 kilocycles, and 11 p.m. to 12 midnight on 9590 kilocycles.

Two Washington Cities Get New Radio Station

Seattle, Wash.—Twin Cities Broadcasting Co. will build and operate a new radio station serving Longview and Kelso, twin cities of Western Washington, with studios planned for the downtown districts of both cities. Construction is to start immediately, and complete setup is expected to be ready in four months on tract of six acres. Transmitter building and steel tower of most modern type will be erected, with ground system of more than four miles of buried copper wire.

New Voltage Regulator

Waltham, Mass.—Raytheon Manufacturing Co. has announced its Raytheon Voltage Regulator, permanently correcting varying voltage conditions generally encountered and providing the constant AC voltage essential for effective operation of many electrical devices. Since regulator will stabilize at any load within rating, it may be used as accessory to devices already installed, manufacturer reports. Bulletins on the equipment are available.

Universal Amplifier

Inglewood, Cal.—Universal Microphone Co. has started manufacture of a professional amplifier incorporating frequency compensating networks and allowing accentuation in either high or low frequencies, or both. Equalizers employed are continuously adjustable and the settings may be changed while in actual use. They add amplification to the circuit, presenting a gain of 18 cb. at the frequencies, rather than the customary attenuator which is primarily a loss circuit.

Musterol Adds Akron

Musterol, sponsors of Carson Robison and his Buckaroos, have added WJW, Akron, to its Mutual network. Program is heard thrice weekly.

Construction on WGY Studios Soon Complete

Schenectady — In spite of cold weather, construction of WGY's studio building has progressed rapidly during the winter months. From present indications the National Broadcasting Company will take possession about May 15.

Five air-conditioned studios are provided in the brick-steel-concrete structure which measures 173 feet wide and 103 feet deep. Modern in design, the building utilizes glass block on almost the entire front which faces up the city' widest boulevard. Within an eighth of mile of the studio building is the main highway through the Mohawk Valley and the building with its special lighting features will be plainly visible from the highway.

Included in the five studios will be an auditorium studio seating 150 people. The studio will be 46 feet deep, 23 feet wide and 16 feet high. Another feature will be a kitchen studio completely equipped with General Electric Company electric household aids.

Also notable will be the flexibility of its engineering control. Two studios may be worked from the master control desk or from their individual control booths. All engineering rooms will be air conditioned. Offices of the executive staff will be located on the second floor opening on a balcony which borders a corridor extending along the entire front of the building.

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☆ F. C. C. ACTIVITIES ☆

HEARINGS SCHEDULED

Apr. 20: KOY, Phoenix, Ariz. Mod. of license. 550 kc., 1 KW., unlimited.

May 10: George H. Payne, San Jose, Cal. CP for new station. 1440 kc., 500 watts, unlimited.

Dan B. Shields, Provo, Utah. CP for new station. 1200 kc., 100 watts, unlimited.

May 17: Edward J. Doyle, Rochester, N. Y. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited.

May 31: Cuyahoga Valley Broadcasting Co., Cleveland, O. CP for new station. 1500 kc., 100 watts, daytime.

Invents Remote Regulator

Tacoma, Wash.—"Hush-tone" receiver attachment, invented by Harry K. Todd here, makes it possible for comfort-loving listeners to turn down volume of radio sets by 95 per cent through mere push of a button sixteen feet away from the receiver. Second push of button restores full volume instantly. Inventor Todd is semi-retired business man who never had "a minute's training in mechanics in his life."

Gets New Amplifier

Clearwater, Fla.—WFLA here is now awaiting delivery of a new 82-A high fidelity monitoring amplifier and cabinet speaker. Station will utilize new monitor to feed its 33 1-3 recording head and to replace obsolete equipment. RCA is filling the order.

☆ PROMOTION ☆

Sponsor Takes a Poll

Largely influenced by a special questionnaire vote of its entire personnel, Z.C.M.I., pioneer Salt Lake Dept. Store has chosen KSL for the year's most ambitious merchandising project. Irving Fisher, store advertising executive, announced that returns on a voting ballot to select the radio outlet for the store's radio advertising showed 396 tallies preferring KSL service, or a preference of 99 per cent for KSL.

KSL was thus selected for complete store merchandising. W. E. Featherstone who placed the account for the station explained that Z.C.M.I. will use live talent, studio transcriptions, store representatives, remote control periods, and general institutionals. Contract calls for 300 quarter-hour periods and will run Monday thru Saturday for one year. Russel Stewart has been chosen for announcer's assignment. Spot aired at 10:15 a.m. in Lucky Strike News Parade vacated period.

Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the forests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

Public Library Tie-up

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as "The Bookshelf" is heard Tuesday afternoons at 2:00 p.m. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin Jr., station production manager.

Moritz Joins CBS on Coast

Los Angeles—Carl Moritz, formerly associated with International News Service and RKO, has joined the CBS-KNX publicity staff it was announced yesterday. Appointment becomes effective immediately.

NEW BUSINESS
Signed by Stations

WNEW, New York: Goldwater Distributing Co., Milkman's Matinee announcements, through Blackstone Advertising Agency.

Japan Setting Short-Wave Facilities for Olympics

What is likely to be the biggest all-short-wave broadcasting set-up in the history of radio is being planned in Tokyo in preparation for the 11th Olympic Games, 1940, according to S. Yanase of the N. Y. K. Line.

It is expected that the number of nations represented at the microphones will exceed that of the Berlin Olympics, at which 100 announcers and their assistants represented 32 countries from all over the world. Twenty-two countries sent their representative announcers to the Winter Games at Garmisch-Partenkirchen.

Sixty-two invitations to the world's principal nations to participate in broadcasting the Tokyo Olympiad have been issued. Favorable replies have already been received from NBC and CBS in the United States and Broadcasting corporations in Great Britain, Canada, Australia, Germany, Switzerland and other leading countries.

As Japan is surrounded by sea, short-wave radio system must be used for broadcasting.

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The first edition of RADIO ANNUAL is limited. It is going like hot cakes. It is only available to paid subscribers of Radio Daily to whom it is sent complimentary. Your check for $5.00, a year's subscription to Radio Daily, will insure you a copy by return mail.

RADIO ANNUAL is cloth bound for permanent reference, contains nearly 1000 pages, weighs over four pounds, and, (so they tell us), is the finest and most comprehensive book of reference ever published in the radio industry.

No "Monopoly" in CBS Makeup States Paley

(Continued from Page 1)

tigation of monopoly charges, "competitive practices and contractual relationships between the network and the affiliates."

Paley, however, pledged the support of CBS if and when an investigation of the radio industry is ordered.

Harry Martin Concern Makes Additional Tie-ups

Harry Martin Enterprises of Chicago has taken over the Western and Mid-western representation of Heffelfinger Publications, publishers of official sports booklets, calendars and scoresheets, which have been used as merchandising tie-ups by Socony-Vacuum, Philco Radio and other national users of radio time. Harry Martin, head of the concern also announced the completion of arrangements to represent Radio-Bridge Ad Service (Des Moines) in the sale of Eli Culbertson's "7 Keys to Contract Bridge". Reported that the firm is also negotiating with the Rand-McNally Co. to act as special representative for the latter's give-away "stamp collection" for children listeners.

More Pix Material Set For "Hollywood Hotel"

West Coast Bureau, RADIO DAILY

Los Angeles—Louella Parsons will have Warner Brothers' "Jezebel", with Bette Davis, as the preview on "Hollywood Hotel" for March 25, with Universal's "Goodbye Broadway", featuring Alice Brady and Charles Winninger, following on April 1. Helen Gahagan takes the Anne Jamison vocal spot on March 25, with Miss Jamison in New York for a concert appearance.

ONE MINUTE INTERVIEW

WILLIAM T. WILSON

A decided advantage of radio (in advertising) is the use of the human voice. Words in type are cold, there is no life in them; they lack the warmth, the vitalizing tones that come with the human voice.

Words written by a master may make a strong appeal to the emotions, but the human voice, if skilled, carries a searching and moving appeal to any audience. It can run the whole gamut of human emotion . . . love, fear, hate, confidence can all be sensed in its tones.

Words in type may state an idea; but the human voice makes them vibrate with life.

☆ Coast-to-Coast ☆

BEGINNING Thursday, March 24, the Harmonairs, one of Cleveland's best vocal aggregations, will be heard over the Mutual Broadcasting System from 9:00 to 9:15 p.m. EST. The group is composed of six WHK-WCLE artists, all of whom are featured artists on other Mutual programs.

Sponsors on KADA, Ada, Oklahoma, demanded announcements longer than spots and less than fifteen minute periods. Manager E. M. Whitney announced openings for five minute spots, resulting in eight new sponsors in three days.

WELI, New Haven is completing arrangements to pick up actual teaching of a music lesson in assembly from Fair Haven Junion High School weekly Tuesdays from 8:30 a.m., EST for an hour. 900 students gather to do four part harmony choral work.

WEW, St. Louis, used its portable transcribing equipment to get the best interview with Tommy Kelly and Ann Gillis, kid stars in the "Tom Sawyer" picture who were on three stations during their visit to St. Louis.

Arthur Jones interviewed the pair at a reception where he had plenty of audience to furnish a background of applause and laughter. The kids outdid themselves for the audience and Jones framed his questions from advance dope that made it a smash performance. Twenty-four minutes later the transcription was put on the air. At other stations where there were no audiences, Tommy and Ann didn't work as hard.

The "Buyers and Sellers Club" a classified section adapted to radio is a new program heard three times daily from WSAR. Broadcasts are heard at 7:40 in the morning, 11:30 a.m. and 4:30 in the afternoon. Twenty minutes in length, each broadcast is broken up by transcribed music, and announcements of interest. All sponsors are local, and include houses and apartments to-let, houses for sale, help wanted announcements, and other similar classified mentions.

Richard Ruppert has been transferred from WKRC's traffic department to the newly formed sales promotion department at the hill-top station. Ruppert is a graduate of the University of Cincinnati and a night law student.

Arch McDonald, WJSV's champion baseball announcer, is down in Orlando, Florida, where he is covering the spring training camp activities of the Washington Senators. He is using a new set-up this year to bring his comments to his daily sports broadcast listeners. Instead of employing a direct wire as he has in previous years, he is making transcriptions in Orlando, and sending them air mail special to Washington, where they will be played at the regular time—6:15 p.m. week-days and 8:00 p.m. Sundays.

New addition to the production staff of WFLA, Tampa is Don Bell. Bell has been a newspaperman in the middle West and deep South and was formerly associated with WHO, Des Moines, and WPTF, Raleigh, North Carolina.

Mrs. Marie Carrier has been named manager of the Canton studio of WADC. Floyd (Doc) Ryel, student announcer has also joined the staff.

The Royal Court of Children, heard Sundays at 6 p.m. over WPEN celebrates its seventh year on the air on March 20. Tommy Smith, WPEN program director, is in complete charge of the show, which is sponsored by the Royal Shoe Markets of Philadelphia and is placed through the Daniel Rivkin agency.

COLUMBUS, O.

A new staff addition for WCOL is Tom E. Haffey of Louisville, Ky., announcer. Haffey formerly handled announcing chores for WGRC, Louisville; WEW, St. Louisville, and WDAS, Philadelphia.

WBNS new power mike last night was heralded by three special programs and climaxed by an hour and a half variety show at 1 a.m. The station's power boost is from 1,000 to 5,000 watts daytime, and 500 to 1,000 night time.

The "Virginia Ramblers", a new hillbilly program, was launched recently by WHKC. The Ramblers are a new outfit in Columbus, hailing from West Virginia where they appeared over radio stations in Charleston, Fairmont and Wheeling.

OKLAHOMA

Wayman Ramsey, production manager KOMA, was one of featured speakers at recent Southwestern Theater Conference at Norman, Oklahoma.

Mrs. Helen B. Schuyler, KOMA book reviewer, is writing book reviews for the Oklahoma Historical Society.

KADA (Ada) checked its newscast audience by a call for letters and received 700 in four days mail.

"Twilight Mediations," new poetry program over KADA with personal touch type rhymes spieled by two young ladies.

Bob Kniseley, commercial department KADA, possessor of new eight pound income tax exemption named Bobbie Nell.

Several Show Schedules Switched by WOR-Mutual

Schedule changes in a number of WOR-Mutual headline programs will take place during the week of March 27, resulting in several broadcasts being heard at different hours.

Among these will be Morton Gould and his orchestra, accompanied by baritone Leonard Warren, moving from Monday to Tuesday night, 8 to 8:30 p.m., EST. Vic Erwin, the musical cartoonist and Benay Venuta, will be heard the same evening from 9:30 to 10, and Alonzo Deen Cole's the "Witch's Tale" now take to the airwaves from 10:30 to 11 p.m.

On Friday nights, 9:30 to 10 p.m., the music of Ernie Fiorito's "Studies in Contrast" will be heard. WOR's Bamberger Symphony, with its guest conductors and solo artists, will move the same night to the 10:30 spot.

Kudner Ad Agency Team Wins Basketball Tourney

The Advertising Agency Basketball tournament has been won for the second successive year by Arthur Kudner, Inc., it was announced yesterday. Newell-Emmett and Federal Advertising Agency will play for second and third places today. Other teams competing included Brown & Tarcher, Cecil, Warwick & Legler, Erwin-Wasey, William Esty, Grey, Ruthrauff & Ryan and Pedlar & Ryan.

WHO Lifting the Check

Des Moines—WHO will be host to officials and workers of Des Moines' first annual Golden Gloves amateur boxing tournament at a dinner in The Cabin, Hotel Fort Des Moines, Monday evening, March 21. Following the dinner the sportsmanship trophy will be presented to Francis Warrington, Estherville, Iowa, middleweight. The presentation will be broadcast over WHO from 8:30 to 8:45 p.m.

WOV to Plug World's Fair

On Monday, Mar. 21, station WOV will inaugurate a series of "Daily News Flashes About the World's Fair", which will be heard between programs five and six times daily.



Twelve ventriloquists with dummies were auditioned by the NBC Artists Service last month.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 55 NEW YORK, N. Y., MONDAY, MARCH 21, 1938 FIVE CENTS

IRNA Contracts Okayed

FCC PREPARES SETTING FOR ITS INVESTIGATION

Washington, D. C.—Having determined to probe the radio industry in regard to the proper regulation and conduct of radio stations engaged in chain broadcasting, ranging from the contractual rights and obligations of all stations to the alleged monopolistic practices of some of them, by a vote of 6 to 1, the FCC is now preparing to push forward with the order which was proposed by Chairman Frank R. McNinch and which contained portions of the resolution pre-

(Continued on Page 3)

Joint Committee Confers On Its Coverage Methods

The technical committee of the Joint Committee on Radio Research held one of its regular meetings Thursday to discuss its "coverage methods" study. Meeting was held at McCann-Erickson Inc.

Dr. George Gallup, of Young & Rubicam; L. D. Weld, McCann-Erickson; John Karol, CBS; Hugh Beville, NBC; Paul Smelser, Procter & Gam-

(Continued on Page 6)

New York to Continue Its Milk Ad Campaign

Amidst a hot debate the New York State Assembly voted to continue the milk advertising campaign for another year. New bill appropriates $310,000 for milk drive which will run until April 1939. Campaign has always used radio, in addition to newspapers and other media.

Money will be raised via an excise tax of three-quarters of a cent tax on each 100 pounds of milk sold by

(Continued on Page 7)

Zenith In Caribbean

Chicago—Comm. E. F. McDonald, president of Zenith Radio Corp., cruising Caribbean in his Yacht Mizpah, came upon one of his sets with a windcharger on the little Dutch Island of Saba off Trinidad. Brigadier General who commanded the island with a staff of four, said it was his proudest possession.

Scripts On The Fly

Chicago—Kay Chase, author of "Painted Dreams" on Mutual, rounds out six years of writing the show April 1. She has written almost 3,000,000 words on trains, planes, buses and boats, in England, France, Germany, Belgium, Holland, Haiti, Cuba, Porto Rico, Panama, Mexico, Jamaica, Guatemala, and Canada, airmailing her scripts home.

CANADIAN OFFICIALS CONFER ON CPRS BILL

Montreal—Col. O. M. Biggar, counsel for the Canadian Performing Right Society; W. F. O'Connor, law officer of the Senate, and W. K. Esling (Cons., Kootenay West) will get together in an effort to iron out the problems relating to Mr. Esling's Bill. This was the decision of the Senate Banking Committee at Ottawa.

Mr. Esling wants "the little fellows" hotels, skating rinks, stores, lodge halls, community halls and res-

(Continued on Page 2)

Stag Beer Campaigns On Six Midwest Spots

Chicago — Giesedieck Breweries of St. Louis, through J. Walter Thompson, Chicago, is launching an extensive series of newscasts on six stations for Stag beer first week in April. Campaign running 26 weeks will feature six 5-minute shots per week on KWK, St. Louis; and 18 1-minute periods; 44 5-min. spots on

(Continued on Page 2)

Station Contracts Removed From Escrow And Formally Exchanged with AFM; Indies Meet in N. Y. Mar. 28

COAST DISK PRODUCERS ORGANIZE TRADE ASS'N

Los Angeles — Transcription program producers effected a trade organization at a meeting held here with C. C. Pyle, head of Radio Transcription Company of America, who was elected president of the new Association of Radio Transcription Producers of Hollywood. Other officers of the group are: Frank Purkett, vice-president and general manager of

(Continued on Page 6)

WMCA Moving April 21; Three-Day Jamboree Set

Despite earlier reports, WMCA's new studios will not be dedicated or permanently in use until April 21 it was announced Saturday by Donald Flamm. Dedication ceremonies will be held April 21, 22, and 23 and will be featured by a series of special

(Continued on Page 7)

Music Survey by WORL Garners Several Facts

Boston — The music survey being conducted by WORL to determine the kind of music the listening audience most wants to hear, has to date, proven several points. "How About Music," as the program is

(Continued on Page 8)

Formal exchange of contracts between the IRNA and AFM took place Friday after a two-day session during which members of the IRNA Special Advisory Committee, their accountants and officials of the AFM went over each agreement and gave it a final okay. Contracts between stations and respective locals of the AFM with Plan of Settlement attached to each were taken out of escrow and totaled 248 out of a possible 273 network affiliated, but independently owned outlets. Emile J. Gough represented the IRNA, A. J. Eckhardt, of Ernst & Ernst, accountants and Bert Henderson of the AFM worked on the contracts. Gough estimated that since 95 per cent or so of the total number of the affiliates were in, the sum of money the AFM expected annually as additional mu-

(Continued on Page 3)

JUNIOR COLLEGE TIEUP BETWEEN CBS-STUDENTS

The Los Angeles Junior College will donate its auditorium as a Radio Listening Room for students in a tie-up with CBS whereby educational and cultural programs will be made available to the students. John L. Putnam, Chairman of the Faculty Radio Committee has been placed in charge and is at present engaged in completing the plans that will make the auditorium the first such permanent radio-student tie-up in the country. Programs set for airing to the students include American School

(Continued on Page 8)

☆ THE WEEK IN RADIO ☆

. . . Petrillo Rouses NAPA

By NORMAN WEISER

JAMES C. PETRILLO, head of the Chicago AFM local and member of the AFM Executive Board, addressed a small group of officers and members of the National Association of Performing Artists to give his personal viewpoint on the NAPA situation....Petrillo has been offered the job of heading the organization at a reported initial payment of $100,000, but was unwilling to either accept or decline the position pending the outcome of present AFM situation....The fiery little labor leader however promised NAPA that the AFM was ready to give them full cooperation in helping NAPA establish "property right"....The FCC took under advisement the adoption of a special order proposed by Commissioner T. A. M. Craven for a sweeping investigation by the commission of charges of monopolistic trends and practices in the radio broadcasting industry....Recording

(Continued on Page 2)

Permanent Disks

Cincinnati — Mountain music played and sung at the Ohio Valley Folk Festival, to be sponsored at Music Hall, Cincinnati, Sunday, March 27, by WCKY, will be recorded for the permanent records of the Library of Congress. Harold Spwaske, chief of the music division of the Library of Congress made the request.

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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Saturday, Mar. 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	127¾	127	127¼	+ ½
CBS A	15¼	15	15¼	....
CBS B	15	15	15	— 1
Gen. Electric	37¼	36¾	37	+ 1
RCA Common	5⅞	5¾	5⅞	....
RCA First Pfd.	45½	45½	45½	+ 1
Stewart Warner	8¼	7¾	8¼	+ ¼
Westinghouse	87	85½	86⅜	+ 1⅝
Zenith Radio	13¼	13	13¼	+ 1⅛
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	15¼	15¼	15¼	+ ¼
OVER THE COUNTER				
			Bid	Asked
Stromberg Carlson			45⅛	55⅛

Michelson Firm Expanding

Charles Michelson, New York electrical transcription firm is expanding its facilities, and has augmented its sales staff with the addition of Aaron Hanger, formerly of the Publicity Department of New York University, and Jerome Diamond, recently with the New York World's Fair Engineering Department.

Hanger will handle agency contacts, and Diamond sound effects; another appointment is expected to be announced next week. Mr. Michelson himself will leave shortly for the coast to discuss production plans with his Hollywood offices.

Cunniff Joins KFAB

Lincoln, Neb.—Ed Cunniff has taken over the post of local manager of KFAB-KFOR as well as directing the sales force, after being installed this week by General Manager Don Searle. Acting manager Paul Dodd is office manager, and Ray Schwartz, former traffic chief, has been made head of the entire service department.

WANTED
Combination
Commercial Manager—
Time Salesman
WRITE WOPI, BRISTOL, TENN.
GIVING COMPLETE DETAILS.

☆ THE WEEK IN RADIO ☆

. . . Petrillo Rouses NAPA

(Continued from Page 1)

manufacturers, were reported to have cut disks for coin machines which contained 25-word commercial announcements. Reeves Sound Studios denied making such disks however....Further indication in Washington that there is likelihood of a radio station tax being put through at this session of Congress was given when the House, by a vote of 60 to 30, rejected the McFarlane Amendment providing for a 10 per cent tax on gross incomes ....Congressman Richard Wigglesworth stated that pending FCC investigation, (Craven Order) of the radio industry would not in any way cause him to relieve pressure for an investigation by Congress of the radio industry....Special meeting of the publisher members of Ascap scheduled for next Tuesday to decide on proposed change in distribution of the society dividends.....NAB meeting scheduled for today has been called off until further notice. It had been expected that reorganization plans and arrangements to hire a paid president would be completed by this date, but additional time is required....Albany legislation which allows NBC and CBS and other web artist bureaus to continue as booking agencies without restrictions by State Labor Department was passed by the Assembly and is now in the hands of Senator Howard in his chamber....Trans-Atlantic broadcasts from European countries continued to get preference from the webs with the Austrian situation getting the breaks....Pepsodent took another 26-week contract with NBC for Mickey Mouse airings....RCA has announced the marketing of additional television parts for the amateur.....5,540 quarter-hours were transcribed by WBS for food and food beverage sponsors during the month of February...15,000 disks now being cut for use on 748 stations during Airmail Week under the guidance of Charles Crutchfield....Chevrolet renewed its disk series on 360 stations through May....Hearst radio rumors continued to float around.

Canadian Officials Confer on CPRS Bill

(Continued from Page 1)

taurants—exempted from paying fees to the society "in compensation for the use of dramatic-musical works through the means of radio or gramophone."

The society agreed to exempt those included in Mr. Esling's measure, if the bill could be so worded as not to destroy its rights generally.

Ted Weems to Maro-Oil

Chicago — Ted Weems orchestra with Perry Como and Elmo Tanner as vocalists will replace Henry Busse on the Mar-O-Oil program for J. W. Marrow over NBC Red Sunday April 3. Busse is leaving show because he is moving from Chez Paree here to Beverly Hills Country Club, Newport, Ky., across river from Cincinnati. Consolidated Radio Artists, Inc., which handles Busse are bringing in Lou Breese from Nicollet at Minneapolis to play Chez Paree. Weems leaves the Varady of Vienna show on Mutual which fades on March 27. Baggaley, Horton & Hoyt handle both accounts. Weems continues at Trianon ballroom with a WIND wire.

Two KSL Spots Resuming

Salt Lake City—KSL has contracted with the Utah Oil Refining Co. and the Fisher Beer Co. for yearly spot campaigns. Returning to the air after several seasons the oil company will air in the evenings on a regional basis for their 400 outlets in the KSL trading area. The beer company, oldest Utah brewer, is switching from its usual formal time program to a heavy spot campaign.

Stag Beer Campaigns On Six Midwest Spots

(Continued from Page 1)

WCBS, Springfield, Ill.; 7 15-minute periods on KGBX, Springfield, Mo.; 18 5-minute periods on KLRA, Little Rock, Ark.; 12 5-minute spots on KTHS, Hot Springs, Ark. and 6 5-minute spots on WKY, Oklahoma City, Okla.

Also through Thompson agency Libby, McNeil & Libby is participating in KMOX Magic Kitchen for 13 weeks effective April 4. Gene Fromherz heads J. Walter Thompson, spot dept.

All Sweet campaign (Swift's) which has been conducted in western and southern New England areas is closing down for the summer.

Zog Sisters Dodge Ether

Boston—According to a member of the Royal party accompanying the three sisters of King Zog of Albania, CBS offered them a contract to make several microphone appearances while in the United States. The two younger sisters were in favor of accepting it but the oldest princess resented the offer very much. They were scheduled to be heard in an interview from their hotel suite over the Colonial network but at the last minute refused to go on the air. In their place Ruth Moss interviewed Faik Kanitza, Minister to the U. S. from Albania.



COMING and GOING

HAROLD FELLOWS, general manager of WEEI, Boston, was in and out of town over the week-end.

S. G. PERSONS, president, and HOWARD E. PILL, commercial manager, of WSFA, Montgomery returned home Friday.

JAMES E. KNOX, vice-president of Charles B. Knox Gelatine Co., MRS. KNOX and Miss ROSE KNOX sailed Saturady for San Francisco aboard the California, via the Panama Canal.

MARJORIE HOOD, news commentator for WMBC, Detroit, and MRS. ROY HOOD are also on the California.

AL PEARCE and his gang will appear in Kansas City week of March 27 and then to St. Louis for one week of vaudeville.

ANICE IVES to Philadelphia over the week-end.

G. PEPITONE, head of the New Orleans AFM local, left for home Saturday after conferring here at AFM headquarters.

KENNETH DELMAR, of the "Gang-Busters" cast, and MRS. DELMAR, sail on the Queen of Australia tomorrow for a 12-day cruise to Bermuda and Nassau.

EMERY DEUTSCH, via chartered plane, will be in the state of Michigan on Friday and Saturday playing a college proms.

Radio Script Chances Figured as 1000 to 1 Shot

Close to 18,000 radio scripts are presented to the CBS program department each year by outsiders, but only 20 actually get on the air, according to James F. Burke, assistant W. B. Lewis, CBS vice-president in charge of programs.

Between 40 and 50 manuscripts are delivered via the mail every day and they come from top-notch magazine writers as well as novices. But all have a common fault. They forget that radio writing is a technique all its own. They never think of radio as "creating an illusion."

"Shadow" Bows Out Till Fall

Delaware, Lackawanna & Western Coal Co., sponsor of "The Shadow," has closed its seasonal program heard over MBS Sundays, 5:30-6 p.m., effective immediately until next Fall. Beginning next Sunday the Federal Theater will take over the spot on the network with a series to be known as Their Greatest Stories. First program was aired last night at 8 p.m., but will switch March 27.

EXCITING NEW PATENTED
PREMIUM
Available to National Radio Sponsor
ROY POST, *Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEAF, 7:30 P.M.; author of game "Jury Box" . . . now offers for premium use*
UNIQUE NEW PATENTED
Picture Mystery Card Game
A fascinating new $1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.

IRNA AND AFM EXCHANGE 243 STATION CONTRACTS

(Continued from Page 1)

sician salaries was either close to the mark or over the $1,500,000 quota.

Few holdout situations are being gradually ironed out, such as New Orleans where WDSU and WSMB, NBC affiliates, want an open shop. WWL there has already signed. G. Pepitone, head of the New Orleans local who was here until Saturday, is reported as having satisfactorily worked out a solution with NBC representative sitting in, at AFM offices.

Meanwhile the conference between the attorneys for the phonograph record manufacturers and the AFM came to a tentative agreement on a form of license and this is to be ratified both by the manufacturers and the AFM Executive Board which continues its meeting on March 24. Transcription licenses, kept separate because of divergent interests, will be taken up by the Exec. Committee.

IRNA Letter to Weber

Letter from Samuel J. Rosenbaum, head of the IRNA committee and E. J. Gough, secretary informed Jos. N. Weber, president of the AFM, of their status in the matter. Committee will not yet disband. Letter to Weber follows:

"There are still a few networks affiliates which have not yet signed contracts with locals pursuant to the national plan of settlement. Most of these are in places where there are no locals. Of the remainder some are delayed for various reasons in completion of negotiations, and there are a few places in which negotiations seem to be at a standstill.

"However the total of stations which have signed, or are likely to sign, is now within about a dozen of all places where there are locals and most of these which have not signed are quite small. All are operating under the agreement, which became effective as of January 17, 1938, and many are requesting delivery of the contracts which are being held in escrow in New York City pursuant to the plan.

"The time has therefore now come to complete the transfer or exchange of contracts. We have instructed Ernst & Ernst, the escrow agents for the stations, to deliver to you the contracts signed by the stations and receive from you the contracts signed by the locals.

"In doing so, we take the occasion to remind you that we are, of course, relying upon the assurance given by you that the Federation will not interfere with the supply of recordings and transcriptions to signing affiliates, one of the chief inducements for the execution of the contracts.

"Permit us to express our appreciation of the courtesy and cooperation you have shown throughout the negotiations."

Washington Bureau, RADIO DAILY

Washington, D. C.—National Committee of Independent Broadcasters of the NAB sent out notice Saturday to all non-network stations that a meeting has been called for March 28, at the Hotel New Yorker, in New York City to discuss the AFM situation as it confronts the independent outlet. This decision follows on the heels of the recent conference between Phil G. Loucks and the AFM Executive Board. Since then the committee for the non-affiliated stations has met here and Lloyd G. Thomas of WROK, heading the group, has sent pleas to the member stations to fill out questionnaires as recently requested, since no yardstick had yet been formulated for a deal with the AFM on the matter of hiring more musicians.

Wires were sent yesterday to one member in each of the 48 states asking them to see to it that stations in the state answer the questionnaires at once. AFM it is said, will hold off on the transcription and record curtailment for the time being but cannot be expected to hold off indefinitely. Committee is now desirous of treating with the AFM as soon as possible, and if the stations do not show more interest at once, then the AFM may cut off disk service.

KMMJ

Clay Center, Neb.

The favorite family station

WGN Building Radiator

Chicago—WGN has started work on installing foundations for new 750 foot vertical radiator. New transmitter plant will be located on newly acquired tract 24 miles northwest of Chicago's loop, about 10 miles closer than present station outside Elgin, Ill. Construction of the new transmitter house is to be started soon.

☆ PROMOTION ☆

Class Job by WBT

"It's the pants on a lamb chop," is the title of a new 24-page two color booklet put out by WBT, Charlotte. Booklet is a compilation of the numerous WBT ads which have been telling the trade about its special events programs.

WBT's slogan is "The Showmanship Station of the Nation," so the copywriters queried the boys in the special events for a definition of showmanship. Among those quoted in the book are Charlie Crutchfield, Grady Cole, Clair Shadwell, Cecil Carmichael, Jim Beloungy, and Bill Schudt, manager of the station.

But instead of a definition the boys had to use illustrations. Somebody forgot to mention that a good definition of showmanship would be the book itself. Its physical appearance and creation is the work of Edwin S. (Red) Reynolds, director of station promotion, and Ernest (Cappy) Capobianco, art director, of the CBS promotion staff.

WDNC's "Bulletin" Liked

WDNC, Durham, N. C. reports favorable reaction on its new Publicity Bulletin. The release, which publicizes the outlet as "Carolina's Leading Sport Station" and Durham for the fact that "24 per cent of American Manufactured Cigarettes Are Made in Durham," received praise for its up-to-the-minute news on outstanding programs, the notices on time switches of various airings, as well as the colored sheets with announcements of new commercial features. The releases, which will appear weekly, are mailed on Thursdays.

Dual Tie-up Stops Traffic

KFXJ's "Saturday Inquiring Reporter," added to the traffic problems in Grand Junction, Colo. during a joint tie-up airing between the local theater showing "Adventures of Tom Sawyer" and a boys' clothing store selling Tom Sawyer Boys' Clothes. Tickets for the movie were distributed at reduced prices at the store. The broadcast resulted in bringing over 1,000 boys and girls to both store and theater.

FULL INVESTIGATION BEING PREPARED BY FCC

(Continued from Page 1)

sented by Commissioner T. A. M. Craven.

Holding that there are thirteen points which must be cleared up in the widespread inquiry, McNinch's program was drawn up as a substitute for the Craven Proposal and was passed with the only dissentor being Commissioner Payne, who favored an inquiry, but believed Craven's to be more comprehensive.

Specific matters listed for investigation include network agreements, advertising contracts, control of programs, duplication, exclusive coverage and nature of service rendered; effect of chain broadcasts on stations not affiliated with or licensed to any chain or network organization; competitive practices of stations engaged in chain broadcasting as compared with such practices in the industry generally; practices or agreements in restraint of trade or furtherance of monopoly in connection with chain broadcasting.

CBS Signs Marshalls

The Three Marshalls, vocalists, have been signed by Columbia Artists, Inc., and will be given a sustaining spot on CBS at the conclusion of their present stage tour. Fredda Gibson, vocalist on Hit Parade and Nehi program, has also been signed by the management bureau.

If You Lived in Grand Rapids

.... where there's only one Radio station in the city... chances are you'd listen to that station (WOOD-WASH) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this *"one city-one-station"* exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

WOOD-WASH the only station in Grand Rapids
Primary pop... 371,340
Radio families, (primary)... 74,969
Annual Retail Sales, (Grand Rpds only) $45,481,000



MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

☆ F. C. C. ACTIVITIES ☆

APPLICATIONS GRANTED

The following stations have received license renewals from the FCC for the regular period of six months: KFIO, KFWB, KGBX, KGCA, KGCU, KGGF, KIT, KLCN, KLS, KMA, KMBC, KPAC, KROW, KTAT, KTRH, KTW, KUOA, KVOR, KWLC, KWSC, WAIR, WASH, WCAD, WDBJ, WDEL, WDSU, WFBM WISN, WJAS, WKAQ, WLB, WNAD, WNOX, WOOD, WORC, WTAW, WTCN, WTOC, WXYZ, KFKU, KFSG, KGVO, KOIL, KOIN, KOL, KRGV, KRKD, KRSC, KVOA, KYA, WAAT, WCAL, WCAP, WCOP, WDAE, WDOD, WHA, WICA, WJBO, WNBX, WREN, WRR.

SET FOR HEARING

Inland Empire Broadcasting Co., Pasco, Wash. CP for new station. 1310 kc., 100 watts, unlimited.

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.

EXAMINER'S RECOMMENDATIONS

Madison Broadcasting Co., Madison, Wisc. CP for new station. 1450 kc., 250 watts, unlilmited, be denied.

WTBO, Cumberland, Md. Authority to transfer control of corp. from Roger W. Clipp and F. V. Becker to Delaware Channel Corp. be denied. 800 kc., 250 watts, daytime.

AGENCIES

CHARLES M. ROBERTSON, JR., Radio Director of The Ralph H. Jones Company of Cincinnati and New York, is enjoying a winter vacation at Palm Beach, Florida. Accompanying him are Mrs. Robertson and their two children. It is expected that the Robertsons will return to Cincinnati sometime early in April.

Cuts News to 5 Minutes

Cincinnati — News broadcasts on WCKY will be of five minutes' duration in the future, according to a rule promulgated by Mendel Jones, new director of programs and production. Jones believes quarter-hour news broadcasts have a tendency to become tiresome. He is of the opinion that radio news does not supplant the newspaper and should not attempt to take in too much territory.

Wells to South America

Montreal—Linton Wells, NBC's roving reporter, was here yesterday to interview Major John Bassett, president of the Montreal Gazette, over the RCA "Magic Key" program. Understood he will leave shortly for South America where he will participate in 22 interviews to be broadcast over the "Magic Key" via short wave. Broadcast will come from practically all the Latin American countries.

Catch the ★ ★ ★
ANDREWS SISTERS
on the Wrigley Program
"Bei" Gum
They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS



PETTY CASH VOUCHER *Week ending March 18th*

● ● ● Saturday....Not being available the nite Eddie Davis returned to Leon & Eddie's, we drop in for dinner to speak with Davis, who tells us that while in Miami, Norman McKay of WQAM and Frank Katzentine of WKAT, had him running around doing air shots. He was trying to rest for five days!....Since we didn't see the last Lily Pons picture we go—and decide that we'll never learn to leave well enough alone.

● ● ● *Sunday....Inspired by the tan displayed by so many people returning from the south, we run to Al Shayne's place for a bit of made-to-order sun....Then to see Deanna Durbin in "Mad About Music"—the greatest picture we ever had the pleasure of witnessing....From there we peek into Alice Cornett's party. Another into the Famous Door and a stop-off at the Casa Manana where we spot Winchell digesting the headlines of the morning papers—probably kicking about things he missed airing—or else confirmation to newsbeats.*

● ● ● Monday....Dinner with Igor Gorin and Teddy Powell and Gorin again stops pedestrians with his fur-collared coat....Letter from KADA, Okla. City states that Wordslinger Russ Miller was fading in late on the station's religious program—and caught the speaker's first words: "God, we know not what next."

● ● ● *Tuesday....After the scalp treatment we run into John Kuneau and he asks us to view his new offices....At CBS we learn that Jimmy Appell is celebrating his 10th year with the network ....In Dave's Harry Link reports that his wife is writing a song with Kay Thompson. Joe Russell reports on his mineral water account and Ken Lyons discusses his narrow escape with Frank Parker in an auto smack-up.*

● ● ● Wednesday....At CBS David Ross relates a few stories in dialect which creates a howl and temporary relief to Gabriel Heatter, who is ailing....We always knew that the Lombardos were bad luck to us. Going there that nite a truck runs into our unscarred car—and changes its face....Lou Levy, who handles the Andrew Sisters and Cahn & Chaplin, gets us to hear some new songs....We listen to Barry Wood's show (we'll comment on it later) and then to Enric Madriguera's opening at La Conga we spot Ted Husing, still tanned and Betty Lawford. Also Jean Sablon, Henry Spizler and his frau, Sidney Kornheiser, Lou Diamond, Rocco Vocco and Benay Venuta teaching Buddy (head of WB music firms) Morris how to rumba—via her fingers jumping around the tablecloth.

● ● ● *Thursday....In Lindy's is Arthur "Street Singer" Tracy and also The Phantom Troubadour....Hear that Dr. Charles A. Dawson, English prof. at Roanoke College, Va., who conducts a spelling bee for WBBJ, is kept on the air overtime because the kids don't miss and a winner must be determined before the show ends....Phil Lord will do almost anything to get his name in print —(even to wearing eerie colored robes down in Miami) decides to throw a party for his p.a. Will Yolen (tonite) because he lasted 6 months and gained weight on the job. We decide to go just to be able to stare Lord in the eye.*

● ● ● Friday....At the Casa Manana (where Lou Holtz was signed to go into within 2 weeks) the place is jammed and Morton Downey tears the house apart because encores are wanted....From Boston we escort Mickey Alpert's kid sister, who is thrilled at the sights of Leon & Eddie's, the Famous Door where Louis Prima tells us that he's to remain there indefinitely now and the Versailles.

TOTAL EXPENSE: $35 *for car repairs due to smack-up.*

AUDITOR'S REMARKS: Request denied! That's more than you paid for the car.

GUEST-ING

MARY KNIGHT, newspaper correspondent, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); MAURICE HINDUS, author, March 23 (8:00 p.m.); LEWIS BROWNE, author, March 24 (8:00 p.m.).

HOWARD DIETZ, Metro-Goldwyn-Mayer vice president, on Cinema Comment program, March 21 (WQXR, 9:45 p.m.).

EDDIE CANTOR will appear on the Benny Goodman Swing School Mar. 29 (CBS, 9:30 p.m.).

LYN MURRAY and an 8 voice all male group on Al Pearce program Mar. 22 (CBS, 9 p.m.).

JOAN EDWARDS, and "The Jesters" on "Schaefer Revue," Thursday (WEAF ONLY, 7:30 p.m.).

WLS Barn Dance Six Years

Chicago—WLS National Barn Dance this week rounded out six years of broadcasting before paying audiences on Saturday evening from Eighth Street Theater. During this time 672,562 persons have shelled out to see the show. Statistics: Tom Corwin, animal imitator, has impersonated 33,696 animals in that time; Bill O'Connor has sung more than 1,000 Irish songs, the Arkansas Woodchopper has turned in 2,496 songs and the Hoosier Sodbusters have sounded 112,320 notes.

Hear the New
LIMBER
HOLTZ
HUSING
Kay Thompson
BREWERS' RADIO SHOW ASS'N, INC.
TONIGHT AT 8
CBS
COAST-TO-COAST

PROGRAM REVIEWS

Music and Ballet

Irving Deakin, author and critic, has the most unique radio program on WQXR, heard every Thursday, 9-9:30 p.m. Deakin's programs are devoted to the dance, and are handled in an easy, smooth manner that makes every listener a potential St. Dennis or Shawn. It is to be noted that program ordinarily would have only a very limited listener appeal if it were not handled so well.

Last night's presentation featured the first half of a music-drama never before presented in the U.S., "Tragedy of Salome", narration, as given by Deakin, was most understandable and simple.

Program is definitely one of the WQXR topnotchers, and should continue as such.

Swing on the Wing?

Chicago — Current controversy, started by Leo J. Fitzpatrick of WJR, over jazzing folk songs has raised the question of whether swing is on the wing, or what?

"Swinging folk tunes," says Roy Shield, NBC musical director, "is a rhythmic fad which is neither original nor meritorious, because there is very little thought behind it. Same folk tunes bands are swinging today were changed 30 or 40 years ago by having arrangements made which consisted of brilliant arpeggios, scales and other devices ornamenting melodies. Along toward the turn of the century there were even transcription of such hymns as "Rock of Ages," "Abide with Me" and "Nearer My God to Thee."

Kay Kyser had this to say: "I think swinging folk tunes is good fun—and certainly not sacrilegious. We don't go for it ourselves because we're not primarily a swing band. We stay in our own back yard. We know too well how it feels to be imitated; we have about five bands mocking our style now."

Hal Kemp: "We don't like to swing these old tunes but we've had to come to it. The youngsters ask for it, so we give it to them."

Henry Weber, Mutual musical chief: "This 'profaning' of familiar and classical music has been going on for years. There is nothing new in swinging folk songs."

Carl Hohengarten, CBS musical director: "A few years back everybody was swinging hill billy tunes, now it's folk songs. It's a phase we're going through. But I will say we've had more favorable comment on our swing version of "Loch Lomond" than anything we've done."

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

ORCHESTRAS - MUSIC

By TED LLOYD

ECONOMY WAVE HAS set into three music firms over the week-end! ....Santly-Joy Music and their sister-firm, Select Music, have dropped four men from the professional departments in an attempt to cope with the drop in sheet music sales prompted by the reported recession....Rather than slice the pay envelopes of various employees, Lester Santly, speaking for his firms, said that cuts weren't the policy insofar as he was concerned. Feeling that reducing the paycheck of any employee only tends to create dissension and a desire to look elsewhere for employment instead of doing just as good a job as though a cut wasn't in force, Santly took the alternative action....According to Santly, the industry pays high wages for mere contact work and the business furthermore, is so competitive, that an offer of a few dollars more from another publisher, will entice the "most loyal" employee....In view of this sidelite, the discharging went into effect with no other reason offered except business conditions. None of the men were incompetent, Lester assured us....Bing Crosby and Tommy Rockwell are reported stockholders in Select Music with Santly and Georgie Joy....Ticker Freeman resigned last week to go with Miller Music, a Robbins subsidiary. Over at the Warner Bros. music subs., the ax, which last week fell in Cleveland and other outlining posts, made a deep dent at the N. Y. offices where three to four men in the professional depts. were discharged also because of economic reasons . . . However, Rocco Vocco, major domo of the WB firms stated that a position was created for Mose Gumble in N. Y. and men had been added in Boston and other spots requiring more contacting . . . Jack Robbins, speaking for his firms, said that despite the general rundown condition, he wouldn't fire anyone.

Peter Van Steeden will do a one-shot appearance on CBS "Hit Parade" following Carl Hoff and then give the baton to Mark Warnow who will hold forth for six weeks, after which Peter returns for the balance of the period....Van Steeden will have 60 men in his band for this series!.... Joe Rines and his band are reported set for the St. Regis in N. Y. He will have a network wire....Guy Lombardo opens the Waldorf-Astoria Roof the week of June 15....Charles Margulis will be on Sat. Night Swing Session via CBS.

Orrin Tucker will have a gala opening at the Hotel Roosevelt Grill Wednesday, March 23rd, when he will start a new radio series over Mutual. As guest stars that evening, he will have Morton Downey, Jean Sablon, Jane Pickens, Bob Simmons, Patti Pickens, Ben Bernie and Lew Lehr. Guy Lombardo will formally introduce him as his successor at the Roosevelt Grill at the start of the broadcast, 12 midnight.

RECORD REVIEWS: Decca's 1648A features Bing Crosby with John Scott Trotter's crew, singing and playing "On The Sentimental Side"....The tune is from Bing's latest picture and is made to order for the crooner. It's "singable, danceable and delectable" music. Backed with "My Heart Is Taking Lessons," also from the picture, this tune gives Crosby a chance to boo-boo-boo in between every phrase—and don't think that his doing so makes us unhappy.

Brunswick's 8091 features Pinky Tomlin supported by a studio band, singing "Lost and Found" a song he wrote—which will be a hit. It reminds us of "Once in a While"—not the tune—but the tempo....On the reverse side of the platter is Pinky singing "My First Impression of You" from the RKO picture, "Having A Wonderful Time." This is a fast rhythm tune and is made more pleasing than it actually is by Pinky's vocalizing. Here he has the band cut into his chorus with off-the-cob lines not unlike Tommy Dorsey's famous recording chorus of "Marie."

REVIEWS OF THE REMOTES: Frank Trumbauer's crew debuted via NBC Thurs. nite from the Biltmore Bowl in Los Angeles. It was the nite of the band's opening there. Manny Klein, long one of the ace trumpeteers of Eastern commercial shows, is now featured with the band and knocks off plenty of hot licks that may be deciphered. Jean Dennis handled the vocals in just so-so manner....Band is greatly improved.

NEW BUSINESS
Signed by Stations

WBT, Charlotte: Leonards Hatchery & Seeds, announcements; Southern Bearings & Parts Co. (Norge refrigerators), program renewal, through Cramer-Krasselt Co.; Time Tested Laboratories (Glidden paints), ETs, through Meldrum & Fewsmith; American Memorial Co. (tombstones), announcements, through Groves-Keen Inc.; General Motors Corp. (Chevrolet cars), ET renewal, through Campbell-Ewald Co.; Southern Dairies Inc. (dairy products), announcements, through McKee, Albright & Ivey; The Stanback Co., announcements, through J. Carson Brantley Advertising Agency; General Appliance Co. (Apex refrigerators), announcements; Spartan Grain & Mill Co. (chicken feed), announcements; H. B. Davis Co. (paints), ETs, through Van Sant, Dugdale & Co.

WFAA, Dallas: Brown & Williamson Tobacco Corp. (Big Ten tobacco), sports and news program renewal, through BBD&O; International Shoe Co., Weatherbird Jamboree.

WMCA, New York: Gruen Watch Co., Echoes and Encores, 52 weeks beginning April 8. McCann-Erickson the agency; Mo:kin's Stores, Inc., spot announcements.

WOR, New York: General Foods Corp., Martha Deane, beginning March 21. Benton & Bowles.

KDKA, Pittsburgh, Pa. Fort Pitt Brewing Co., Tap Time, beginning March 21. BBD&O is the agency.

WTMJ, Milwaukee, Wisc. Zonite Products Co., What's New in Milwaukee. McCann-Erickson the agency; Barton Manufacturing Co., spot announcements. Anfender Advertising Agency.

Ten Million Fans
are waiting to hear
"ELLA CINDERS"
on the air!!

Now available for sponsorship

NOW PREPARING
"THE COHENS & KELLYS"

ROGER LASWELL CORP.
EQUITABLE BLDG.
HOLLYWOOD

Los Angeles

BOB LeMOND, announcer-producer at KEHE here, has been promoted to production manager at KYA, San Francisco, and leaves for the new Hearst Radio assignment immediately.

Cliff Nazarro, veteran vaudevillian whose garbled verbiage has been a feature of the last two Benny programs, has been set as emcee at the National Orange Show in San Bernardino.

Stu Wilson has added an "Open House" feature to his KHJ "Rise and Shine" program, and will have the 80-voice A Capella choir of Belmont High School as the first of a series of "guests" on the program Saturday at 7-7:45 a.m.

Jose Rodriguez, erudite music critic of KFI-KECA, has taken up the cudgels in defense of band leaders who "swing" the old folk tunes, and insists that Loch Lomond, Annie Laurie and the rest have survived endless repetition and will continue to withstand the wear and tear of generations yet to come.

KHJ-Don Lee initialed a new program, "The River King," which replaced "Louisiana Hayride" on the Sunday log at 8:30 to 9 p.m. The new one, like its predecessor, is a Federal Theater of the Air production, and is written by Benet Costa, and produced for the net by J. C. Lewis.

Hal Burdick, whose Sunday night "Night Editor" is an NBC Pacific Coast Red feature from San Francisco, broadcast from Hollywood for one time shot yesterday.

Bob Young, former sound technician at RKO sound studios, has been added to the technical staff at Frank Purkett's Associated Cinema Studios.

Wilma Jackson of the CBS script department was married the past week to Ralph McDonald, who moved to Hollywood only recently from Indianapolis.

KHJ-Don Lee now offers Rita Gould, the "Cheer-up girl," each Monday, Wednesday and Friday morning at 8:30 from Mutual in New York.

Willie Morris With MBS

Willie Morris, formerly heard on Rogers Silver program, has been signed by MBS and will be heard on the Saturday night Invitation to the Waltz series beginning March 26. Program is heard at 8-8:30 p.m.



Greetings from Radio Daily

March 21st
Garnett Marks
James Wilkinson

☆ Programs That Have Made History ☆

KJBS—San Francisco

1070 *Kilocycles*—500 *Watts*

RALPH R. BRUNTON, President & General Manager

THE first station west of the Mississippi to operate entirely with storage batteries, first went on the air January 3, 1925, with the call letters KFUQ and a power of 5 watts, 600 volts of storage batteries. In March of 1925 call letters were changed to a derivative of the company name, Julius Brunton & Sons, becoming KJBS. Ralph Brunton is now general manager of both KJBS and KQW in San Jose. Within two years KJBS had 3 different wavelengths. In 1927 power was increased to 50 watts. In September of 1927 station began the first Sunday radio programs in Northern California. Power increase in March, 1928, resulted in reports from Alaska, Canal and other points. In 1925 KJBS cooperated with fire department in tests between station and fire tugs, proving utility of radio communication in fighting waterfront fires.

During the Diamond Jubilee, also 1925, it aired first local show from mobile transmitter, installing 50 watter on truck. In 1926, KJBS tested simultaneous broadcasting on its own shortwave station, 6XAR. In 1929 precedence over all types of programs was given to broadcasting emergency calls to police cars equipped with receiving sets. Until the city built its own shortwave transmitter, KJBS was the official fire and police department station. Inaugurated first all night service in bay section with "Night Owl" show in 1930. Broadcast from submerged submarine in 1931, from plane during mass maneuvers in 1933. KQW became sister station in 1934, power increased and time on air to 22 hours daily in 1935. Shortwaved University of California games from Buenos Aires in 1935 and same type program in 1936 from Shanghai. In 1937, present modern studios were taken. Fronted by a 350-foot antenna, upper half of which is lighted by red neon, it much resembles a beacon.

Coast Disk Producers Form Own Trade Ass'n

(*Continued from Page* 1)

Associated Cinema Studios, vice-president and director; R. U. McIntosh, head of R. U. McIntosh and Associates, secretary; C. P. MacGregor of the C. P. MacGregor Co., treasurer; Gerald King, president of Standard Radio, Inc., director; and John J. Wilson, attorney, general counsel.

The association will endeavor to straighten out many major and minor problems affecting wax producers nationally and locally.

Vallee Heading East

The Vallee show will return to the NBC-Radio City studios next Thursday. Program has been emanating from Hollywood for the past several weeks.

Guests set for the Thursday show are Lemuel Q. Stoopnagle, Maxine Sullivan and William Harrigan and Jimmy McCallion who will do a one-act play entitled, "Roosty." Irving Caesar, as previously announced, will also be on the program.

Renew WBAL "Treasure Hunt"

Baltimore—WBAL's Treasure Hunt renews for 26 weeks, effective Sat. April 2 with Dr. Pepper Bottling Co. of this city taking over sponsorship. Program, which is divided into two fifteen minute shows, is heard at 7:30 and 8:45 p.m. During first part of show listeners are given a list of ten articles to find and bring back to WBAL's Radio Playhouse (Ridgely Hall). Garry Morfit and Walter Linthicum interview winners of the "hunt" during the second portion of the program.

Joint Committee Confers On Its Coverage Methods

(*Continued from Page* 1)

ble; Herman Hettinger; D. E. Robinson, Federal Advertising Agency and Paul F. Peter, secretary of the committee, were present at the meeting.

Another conclave will be held before the end of the month.

To Preview Harvard Show

A preview of the 1938 Harvard "Hasty Pudding Show" will be aired over the NBC-Blue on Wednesday, 9-9:30 p.m. Robert Sarnoff, son of David Sarnoff, president of RCA; Vinton Freedley, son of the Broadway producer; Sumner Welles, son of the under secretary of state, and Nathaniel Benchley, son of Robert Benchley will partake in the broadcast which will originate from the WBZ, Boston, studios.

Evans Fur Buys New Show

Chicago — Evans Fur Company, which has local programs on six stations, is adding a new program on WBBM, Mender of Broken Dreams, featuring Chauncey Parsons, opera and light opera tenor, singing and reading verse against a backdrop of organ music. Show starts Sunday at 11:30 a.m. Parsons has just returned from Hollywood where he did some picture work. Auspitz & Lee is the agency.

Kate Smith Canada Disks

Brinckerhoff Recording Studios have been retained by the Baker Advertising Agency of Toronto to record Kate Smith spots used in the General Foods Canadian schedule.

Chicago

BESS FLYNN, author of "Bachelor's Children," and headline actress of "Painted Dreams" collapsed just as show was to go on air the other day. Production director Eddie Simmons of Mutual went into next studio where "Bachelor's Children" rehearsal was going on and drafted Marie Nelson to take her place. Mrs. Flynn was taken to Mercy Hospital and must stay for a week or more. Ann Cooper has been drafted to substitute regularly. Mrs. Flynn's young son has been quarantined because of scarlet fever.

Templeton Fox, NBC actress headlining "Public Hero No. 1" series and "Lights Out," has revealed that the sparkler she is wearing came from Bob Welch, New York advertising executive. They plan to be married soon.

Frank Rand, CBS publicist, to Milwaukee to confer with Ed Thompson and Vivian Gardner, local radio editors.

Hal Kemp's band has been renewed for four more weeks at Drake Hotel. Kemp's press agent, Mel Adams has returned to New York.

Alex Holden, business manager for Hal Kemp, expecting wife and daughter in from Palm Springs where they spent the winter.

Phil Stewart, announcer for Wayne King on Lady Esther series for many years, and sponsor have parted company. Said to be due to quarrel over credit for Stewart at end of program, something he has been getting for years, but which was ordered dropped. NBC staff man now handling show.

Lillian Gordoni addressing Lake View High School assembly on "Microphone Personality" at assembly on Friday.

Phil Kalar, formerly with Home Towners quartet, has joined WLS as a production director.

Wilma Gwilliam has left WLS to join staff of WCKY, Covington, Ky.

Doris Keane, program director of WHIP and WWAE, has bought a new home and plans to move in about the middle of May. It's near the Hammond studios.

Zenith Radio Corporation expecting to show its 1939 line of receivers to distributors early in May.

Jos. Bentonelli, Metropolitan Opera tenor, will make an appearance on Zenith Telepathy program on Sunday, March 27 relating an experience in the realm of extrasensory perception.

Radio's Latest Novelty
LANNY GREY'S
"Rhythm School of the Air"
Daily WNEW 12:30 P.M.

BOSTON

Enlightening descriptions and intimate glimpses into one of the most colorful of all spectacles, the Seventh Annual New England Flower Show are being given daily by John F. McNamara over WBZ and WBZA. Marion Clark of WORL is giving news of the show over WORL.

Betty Addison, who does a program every week on Friday at 3:45 over WORL called "Movie Shots", is the daughter of Henry M. Addison of the Loew's Theaters.

American music past and present will fill the program of another Children's Concert of the New Haven Symphony Orchestra over the Colonial network on Saturday afternoon on the 26th. A feature of the program will be the playing of Gershwin's "Rhapsody in Blue."

WCOP has a song guessing program in which the sender of the first correct answer receives a dollar prize. This week the station received a penny post-card which was of the 1892 General U. S. Grant issue. According to expert stamp collectors the card with its postal cancellation is worth about 15 cents. Not cancelled a collector would have paid about three dollars for the card.

The Lucky Strike auctioneer will be a guest of the Advertising Club of Boston at their weekly luncheon meeting on next Tuesday.

WORL is the only independent station in Boston with an established press department. They maintain a regular press agent (Marjorie Spriggs, formerly with the John Craig Productions at the Mary Young Theater in Centerville, Cape Cod, and the Copley Theater in Boston, and with Ann Grosvenor Ayres in New York) and they also have a staff photographer.

Betty Dutton, fashion editor of the Boston Globe, will be the guest of Elizabeth Hart on her "Women of Tomorrow" over WORL on Friday. They will discuss spring fashion trends.

Johnny Metcalf, whose Choir Loft series is aired over Yankee network, off to New York to make a batch of recordings for Decca.

A $25 reward will be made over WORL on next Wednesday for the Radio Prize Essay Contest in which some 150 students of private schools of Massachusetts have participated. Of these, about 19 were sent to the final judges who were President Daniel L. Marsh of Boston University, Dean Halford Hoskins of Tufts College, and Judge Emma Fall Schofield.

Charlie Phelan, sales manager of Yankee network, has been made a member of the school committee at Marblehead, Mass.

Dorothy Drake has been promoted from the sales staff of WEEI to the Production Department. Her first show is the new Hanley's Hour Glass series. Dorothy will also furnish new program ideas and contact the sales department with saleable material.

Bob Evans, recent addition at WBZ from WGAR, Cleveland, will assist Bill Sterns, NBC sportscaster, in the N.A.A.U. boxing bouts broadcast from Boston Garden on April 6th.

Grace D. Edmunds, head hostess at WBZ studios, has returned to her duties after an absence of six weeks due to a serious illness.

24 *Broadcasts Every Week*
WALT FRAMER
Freelance Producer—Commentator
508 Berger Bldg., Pittsburgh

NEW PROGRAMS—IDEAS

Rents Theater at a Profit

When WIBW executives moved the regular "Saturday Night Kansas Roundup" broadcast to the stage of the Topeka Fox State Theater and charged admission to the public at 25 cents a ticket, they did not expect quite the success that was in store for their troupe of entertainers and for the program itself.

The stage debut took place on a recent Saturday and the first and subsequent broadcasts played to a packed house. Listeners of WIBW from as far away as Oklahoma, Texas, Nebraska, Colorado, and Missouri attended the show. Following the performance, a "Search for Talent" contest was conducted, which was an added feature for those who paid admission.

After all the expenses of renting the theater and airing the hour-long (7 to 8 p.m.) broadcast are taken care of, the entertainers split the profits among themselves.

Music of Character

In line with the recent approval of "music of character, without bordering on the intellectual," WFLA has recently inaugurated a program named "Music of Character" which originates and is produced from the organ studio of the U. of Tampa on Sundays from 5 to 5:15 p.m. EST. J. Oliver Riehl produces the program and Helen Hunt of the university's staff renders the organ selections.

Covering the Parks

Ralph Nimmons, WFAA program director, has instituted a new Sunday afternoon show, called "Sunday Outing," which features remote pick-ups from the various local parks in Dallas. Station's mobile unit KAXD and Hal Thompson, announcer, are used.

New York to Continue Its Milk Ad Campaign

(Continued from Page 1)

the state's $2,000,000,000 dairy industry. J. M. Mathes Inc. was the advertising agency for the 1937-38 campaign and has handled the milk campaign for three of the four years it has been in existence. N. W. Ayer handled it during the second year. Selection of agency for this year will be made by the agriculture and markets division after plans submitted by agencies are thoroughly examined.

General Mills Show Postponed

Chicago—General Mills' "Get Thin to Music with Wallace," which it is to test on Mutual for Wheaties has had its premiere postponed from March 21 to March 28. Difficulty being encountered in clearing time for the earlier date. Show will originate from WGN studios, Chicago. Blackett-Sample-Hummert handles the account.

Kyser Kids Kritics

Chicago—Kay Kyser imposed his Kollege of Musical Knowledge quiz on Chicago radio movie and dramatic critics at impromptu session at Blackhawk with Dorothy Day of the American coming off the winner. All critics were invited as dinner guests of Kyser. Without any warning he then summoned all guests to band stand.

WMCA Moving April 21; Three-Day Jamboree Set

(Continued from Page 1)

programs highlighted by a salute from the Queen Mary from the middle of the ocean. All talent at the station will be enlisted during the three-day period to air the special shows booked.

Technical difficulties are responsible for the delay in opening the new studios. Main trouble at present is the air conditioning plant. Majority of the studios and offices are now completed.

Sun. Drivers Win Plaque

The NBC show, "Sunday Drivers," yesterday was awarded the annual bronze plaque by the Commercial Investment Trust Safety Foundation for the "most important radio contribution to traffic safety nationwide."

Plaque was presented to Arthur Fields and Fred Hall, conductors of the program, by John W. Darr, vice-president of C.I.T.

Judges for the award were Edgar Kobak, vice-president of Lord & Thomas; C. C. McGill, of the Automotive Manufacturers Assn, and Dr. O. H. Caldwell, editor of Radio Today.

Ray Pearl to Blackhawk

Chicago — Ray Pearl's orchestra will appear at the Blackhawk restaurant and on Mutual from the time Kay Kyser leaves there until Bob Crosby opens on March 30. Kyser is doubling this week at the Chicago Theater with his Kollege of Musical Knowledge.

Kreuger on Yankee Net

Boston—G. Kreuger Brewing Co. will start its Yankee network series tomorrow over the following stations: WNAC, WICC, WCSH, WLBZ, WFFA, WLLE, WLNE and WRDO. Program will be heard every Tuesday, Thursday and Saturday at 7:30-7:45 p.m. and will be titled, "Yankee News Re[illegible]ter."

SAN FRANCISCO

Paul Martin, NBC maestro, auditioned transcontinentally for the exclusive St. Regis Hotel (N. Y.) job but missed because board of managers desired wholly Viennese ork.

KYA will air the Bay Meadows races exclusively direct from the peninsula track, starting Saturday, March 19, using Joe Hernandez. Joe will also do a half-hour recreation at 7 p.m.

Twelve-year-old Dolores Miller, Richmond violinist, appeared on "Open House" Sunday being one of four national winners of $250 scholarship. Also received violin made by Tony Wons.

First 15 minute RKO disk of "Snow White" was spun here by KLS, Oakland, with KYA asking for it next.

Spreckels-Russell Dairy Co. renewed Sam Moore's "Housewarming", KFRC'd Tuesdays at 7:30, for 13 more weeks.

Albert White's KSFO ork being used in "Mike and Aireo" kiddie show Wednesdays at 5.

KROW and KRE (Berkeley) donating morning and afternoon spots for 2-minute talks written by James Quinn, editor of "Labor (AFL) Journal" which pleads "Purchase American Made Merchandise instead of cheap, foreign-made goods." Copy, is "sponsored by civic, labor, religious and fraternal organizations in Alameda county." Directed against Japan, stations deleted that country's name, fearing FCC displeasure.

B. Simon Hardware Co., Oakland, oldest KSFO sponsor, renewed their "Fishin' Fool" program for anglers for another year. Begun in 1931, show uses Ralph Stevens, who's going into his seventh year with program.

KRE (Berkeley) airing wrestling matches of Oakland Athletic Club from Oakland auditorium Friday nights, 9:30 p.m. for an hour, with Fred MacPherson, sales manager, miking.

Glenn H. Woods, director of music, Oakland public schools, and his 70-voice chorus went t. c. from KPO on "Our America" program, educational feature. Sung on program was "Before Flight", interpreting flying motif, words by Virgil Simmons, vet transport pilot, and music by Woods.

Vivian Quilici, 15-year-old songstress and winner of KOH (Reno) tyro contests, guested with Albert White's KSFO ork here for reward.

Joins NBC Easter Morn

Chicago — Hedwig Easter, editor and owner of the Sandwich, Ill., Free Press, will go on NBC Easter morning to describe the Easter parade in Sandwich. This feature will be a portion of NBC's Easter Parade show including a description also of proceedings on Fifth Avenue and Connecticut Avenue, Washington.

COMMERCIALS
80 each week, covering 24 different lines of business—$1.00. Complete week's supply on request.
UNIVERSAL RADIO PROGRAMS, INC.
545 Fifth Ave. New York City

PHILADELPHIA

Frances Carroll and the KYW orchestra are now being spotted on the coast-to-coast NBC-Red network.

Charles Benford has resigned from the staff of WFIL and is now heard on WIP, in a new program called the "Young News Reporters Club".

Phil Berg is the newest addition to the comedy roster of WFIL, with his characterizations of the "Greek Reporters Newscast".

Pat Stanton's g.m. of WDAS, movie "Dawn Over Ireland" is now scheduled for a midtown showing.

Powers Gouraud returns to his nightly spot on WCAU after a lengthy illness; while off the air Alan Scott pinch-hitted by moving his aircast back on Gouraud time.

"Campus Capers" makes its bow over KYW and the net, featuring Arthur Hinnett, Rodger Williams and the music of Jan Savitt and his band.

Charley Sansome and Mills Spooner present a unique program with their new "Console and Keyboard Duet", over WFIL.

Norge Buys Curtain Raiser

Chicago—Norge Refrigerators has bought Inside Baseball, a daily resume of baseball situation, just before play-by-play broadcast of day's game on WIND. Show will feature Russ Hodges. Account handled by Cramer-Krasselt agency, Milwaukee. WIND's baseball broadcasts will include in addition to this show: Play by play broadcasts with Hodges and Jim Dudley, sponsored by General Mills; Scores of other games by Jim Dudley, for Newarts; Nightly Recreations of Sox and Cubs games for John R. Thompson restaurants and the Cubs Present Tommy Ott, sponsored by Chicago Cubs.

AFRA Files Against KSD

AFRA will file proceedings with the National Labor Relations Board against KSD, St. Louis, next week. Charge states an announcer employed at the station was released because of union activities.

WNYC Civil Service Exams

The New York Municipal Civil Service Commission has announced a civil service examination to fill the vacancies in the announcing staff at WNYC, city-owned local station. Requirements and application filing periods are to be announced within the next two weeks.

ONE MINUTE INTERVIEW

HENRY BURR

"The sale of phonograph records to the public will some day be an adjunct to the business of every large radio station. When a listener likes a program or some part of a program he wants it in permanent form, so he can hear it whenever he wants to. Stations should make records of every important program and sell them to the public".

☆ Coast-to-Coast ☆

THE Home Town Editor, which is heard over WBAL and features news from outlying districts of Maryland, switches to new spot on Tuesdays and Thursdays from 2:15 to 2:30 p.m., starting tomorrow.

The Coca-Cola Bottling Co. of Tampa has contracted for two weekly disk shows over WFLA of the same city. "Frontier Fighters," a dramatic show depicting stories of courage, conquest and achievement will be aired on Monday nights. "Mystery Stories," a dramatic serial in 15-minute episodes will be heard Wednesday evenings. Both shows were transcribed by the Transco Co.

Forrest Willis, "Montgomery Ward Clockwatcher" heard on Fridays over WOKO, Albany, received 1520 requests for the "top tune of the morning." Willis got all the names on the air during his 8 to 9 a.m. hour, plus the scheduled songs and sponsor plugs.

WFAA, Dallas, will feed the Texas Quality Network a new program sponsored by the Texas Weekly. Program, which runs 13 weeks, will feature a series of talks by Peter Molyneaux, editor.

Love, the weather, taxes....is the order of public interest, according to Major Edney Ridge, director of WBIG, who has used all three in promotion of the Carolina regional. He is now publicizing the annual report of Revenue Commissioner A. J. Maxwell, of North Carolina, showing that retailers in Guilford county, WBIG's home county, pay far more sales tax each year into the state treasury than any other county in North Carolina, thereby proving his contention that "there are more retail outlets in WBIG's area than any other section in the modern south."

Carroll Case, Drama Editor of Judge Magazine, will be heard in a new series of Wednesday, 7:45-8 p.m. programs over WINS beginning March 23. His broadcasts will cover the entire theatrical field.

CBS Educational Tie-up With Coast University

(Continued from Page 1)

of the Air and the KNX series, Los Angeles Board of Education programs.

Setup is believed to be one of the first steps to be taken by the broadcasters throughout the country to increase educational and cultural program time on the air. Last year's meetings held between many leading educational bodies to force broadcasters to give them more time at better hours were postponed at the beginning of 1938, but it has been learned that they are once more being scheduled, with educational bodies determined to attempt seek additional time later this year when their forces are knit together more closely. Government educational bodies are also to be enlisted in the fight, but majority of the program will be handled through such bodies as: National Council of American Youth Congress; National Advisory Council on Radio in Education; National Committee on Education by Radio; Progressive Education Association.

WBAL Makes Sports Plans

Baltimore—WBAL is making special plans to reach its sports listeners. Sports Parade, a daily program heard from 3:00 to 4:00 p.m., will feature resumes of early baseball scores, racing results, golf and tennis scores, etc. Station has also announced that it has received exclusive rights to broadcast races from the Bowie track. Plans include airing of feature race each day starting April 1 in addition to other races and news from the track.

Music Survey by WORL Garners Several Facts

(Continued from Page 1)

called, is put on the air at different fifteen-minute intervals every day, and one selection from each of the three main types of music (hot, semi-classic and swing) is played during each broadcast. Everyone is asked to send in a card telling which type they prefer, and at what hour they heard the program.

The mail response was carefully checked and these facts were culled: 56 per cent of the people liked sweet music, 26 per cent liked it hot and 18 per cent preferred the semi-classics; the greater part of those liking sweet music listened to the program either at 2:15 p.m. or 3:30 p.m. Those preferring the hot music listened after 3:30 (probably the youngsters getting home from school) and most of the semi-classic followers wrote that they had been listening around 2:00 p.m. The greatest response by mail came from those who had heard the program either at 2:15 or 3:30 in the afternoon.

Intercity Golden Gloves

Chicago—Intercity Golden Gloves bouts between teams of Chicago Tribune and New York News will be aired over Mutual coast to coast at 10:15 next Monday from Madison Square Garden. Dave Driscoll will be at the mike.

WOR Signs Artists

WOR artist bureau has set the following contracts: Morton Gould, conductor, signed for an additional 6 months; Jimmy Shields, tenor, and Raymond Gram Swing, commentator, each set for an additional 13 weeks.

KANSAS CITY

Olaf S. Soward, KCKN news chief, has gone on the air with a new daily quarter hour for the Wyandotte Furniture Co., titled "Behind the Headlines." Stressing local news events, Soward's program features dramatic interludes of the day's news along with personal comment.

WHB has used auctions as the feature of several recent remote broadcasts. Starting with a calf auction aired from fall's American Royal Live Stock Show, WHB has miked a stamp auction, a tobacco auction and now an egg and poultry auction.

KXBY takes the air Saturday with the first of a series of broadcasts of baseball games by the Kansas City Blues, played in the Grapefruit League training league. Sponsored by General Mills and Socony Vacuum, the play-by-play will be handled by Walt Lochman, popular local sports announcer now working for General Mills.

Jerry Burns and John Larkin, KXBY announcers, are alternating on a new KXBY feature, "The Sky Reporter," aired each evening at 9:15 from the Municipal Airport. Of the inquiring reporter type, the program is conducted with the cooperation of several airlines running into Kansas City, and features interviews with movie stars and other personages traveling the air lanes.

Mervin B. Cooksey, secretary of the Russell C. Comer advertising agency, is in New York where he will work out of the agency's eastern office for several weeks.

John C. Fehlandt, production chief for the Russell C. Comer agency, is out of town on business.

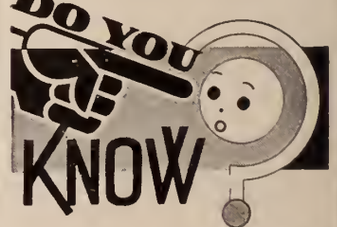
Leon Hinckle, celloist with the Kansas City Philharmonic Orchestra, has joined the musical staff of WDAF as celloist and bass player.

Russ Crowell, WHB vocal artist who was injured several weeks ago in an automobile accident, is fully recovered now, but will not be able to return to the studios for a few more weeks, because of necessary dental operations.

Larry Sherwood, KCMO general manager, has just returned from a brief business trip to Chicago.

Holly Noble on Leave

Holly Noble has received a leave of absence from the CBS press department effective April 15. He will leave shortly after for Denver, and then to California. No replacement has been named as yet.



The use of transcriptions is generally prohibited in Canada between the hours of 7:30 p.m. and 11:00 p.m.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 56 NEW YORK, N. Y., TUESDAY, MARCH 22, 1938 FIVE CENTS

Major Networks Up 11%

ATLANTIC'S BASEBALL PLAN FULLY COMPLETED

The Atlantic Refining Co., one of the largest individual sponsors of sports on the radio, has established a network of nine stations to be known as the Atlantic Baseball Network which will carry play-by-play descriptions of all Philadelphia Athletics home games the coming season. With WIP originating, broadcasts will be aired over WHP, WCAL, WORK, WSAN, WEST, WEEU, WPG and WDEL.

In addition to the network tie-up, Atlantic has also signed exclusive agreements with the following stations for local play-by-play accounts: WRAK, WAZL, WNBF, WESG, WBRE, WTHT, Eastern League. Un-

(Continued on Page 2)

J. Leslie Fox Resigns To Join Hearst Office

Kansas City, Mo.—Announcement was made Saturday by Arthur B. Church, president of KMBC and the Midland Broadcasting Co., of the acceptance of the resignation of J. Leslie Fox, for the past several years sales director of KMBC. Fox whose resignation becomes effective April 1, will join the staff of International Radio Sales as Pacific Coast manager with headquarters in San Francisco.

Jessel Renewed on MBS

The Georgie Jessel show on Mutual, Sun., 6-6:30 p.m., has been renewed for a 13-week period, effective April 10. Program is a participating commercial with a dozen sponsors between here and the Coast. Locally, Crawford Clothes has the commercials.

Earful for Commons

Montreal—The Canadian parliament will likely hear more about commercial advertising over the CBC when the parliamentary committee brings in its report. The question is one on which some members of the House of Commons have clearly defined ideas. The regulations governing political speeches will also likely be discussed.

Cravens' Togs

Kathryn Cravens of CBS has been chosen as the "best dressed woman in radio" as a result of a poll of the nation's designers, collected by Emil Alvin Hartman, director of the Fashion Academy.

AFRA WILL ASK FCC AID TO REINSTATE KSD MAN

Henry Jaffe, attorney and general counsel for American Federation of Radio Artistes, yesterday revealed the Federation's proposed plans in the fight against station KSD which is now being reviewed by the National Labor Relations Board. Speaking before a small gathering, Jaffe stated that the AFRA was going to fight to have Richard Peley, discharged announcer, reinstated, and would, if the NLRB upholds AFRA, ask the FCC to intervene on the grounds that KSD has broken the FCC regulations.

Station, owned by Pulitzer Publishing Co., is reported to have dis-

(Continued on Page 8)

'Frisco Papers Cut Down on Radio Column Space

San Francisco—Three dailies here clamped down on radio column space with Bob Hall of "Call-Bulletin" losing half his regular space, Herb Caen of "Chronicle" losing art and his streamer head and Darrell Donnell of "Examiner," likewise. "News" still unaffected along with Oakland dailies, "Post-Enquirer" and "Tribune."

February Gross Billings For Three Webs Reveal Total of $6,435,320; March Outlook Is Optimistic

By HOWARD J. LONDON

The combined February receipts for CBS-Mutual and NBC totaled $6,435,320, up 11.2 per cent over Feb. 1937. All three major networks reported increases.

CBS gross receipts for February are up 18.4 per cent; with dollar volume of $2,681,735. NBC, from both the Red and Blue networks, grossed $3,498,053, an increase of 6.1 per cent; Mutual receipts were $255,532, up 12.4 per cent.

Mutual receipts are the third largest

(Continued on Page 8)

"VOICE OF PEACE" SHOWS READY FOR 21 OUTLETS

American League for Peace and Democracy will sponsor a series of 13 anti-war programs over WMCA and a minimum of 20 other outlets nationally beginning March 31, it was announced yesterday. Series will be live talent over New York outlet, and will be transcribed for all additional outlets. Station list, which at

(Continued on Page 7)

CBS Coast Studios Are Set to Open on April 30

CBS will open its new west coast studios April 30 it was announced yesterday. Studios and offices were built at a cost of $2,000,000 and will house broadcasts of Edward G. Robinson, Al Jolson, Hollywood Hotel, Lux Radio Theater, Joe Penner, Jean Hersholt, Eddie Cantor and others.

CBC Board Talks It Over

Ottawa—The CBC board of governors at a meeting yesterday discussed the U. S. exchange program policy which has been under attack of late. Governors also talked about the addition of high power station in the maritime and west Canadian provinces.

SQUAWKS STILL COMING FROM WASH. LAWMAKERS

Washington Bureau, RADIO DAILY

Washington — Despite a veritable blast of reactionary criticism from Capitol Hill, Chairman Frank R. McNinch, of the Federal Communications Commission in a special interview with RADIO DAILY declared the proposed investigation of the

(Continued on Page 2)

RCA Will Standardize Tele in 6 to 12 Months

RCA is "hopeful" that its television standards will be definitely set within the next 6 to 12 months, though no actual date can be set. When standards are known, they will be turned over to the Radio Manufacturers' Association, which will

(Continued on Page 7)

Nazis In Austria Send Ascap "Irrevocable Instructions"

More Sets Exported to Mex.

Washington Bureau, RADIO DAILY

Washington—An increase of 7,930 radio receiving sets in 1937 exported from the United States to Mexico was recorded here today by the Department of Commerce in its tabulations of exports from the U. S. to Mexico.

In 1936 we exported 85,705 sets and in 1937 there were 93,634, it was stated. The increase in value was $299,000. The 1936 exports were valued at $2,086,000 and in 1937 $2,385,000.

Seeking to obtain information as to how and where its Austrian affiliate the AKM stood as a result of the Nazi coup, ASCAP officials were unable to get a reply from any of the foreign performing rights society officers. As a matter of fact they haven't heard a word from the AKM staff since Hitler's army moved in.

However, a cable did come from an unsigned Nazi official which stated that they had taken over the society

(Continued on Page 8)

G-Man Makes Good

Portland, Ore.—When J. D. Swenson, newly appointed special agent in charge of the FBI's Portland division, arrived to succeed C. C. Spears, resigned, he found he must face a microphone as well. Spears' resignation came during a weekly series over KOIN, explaining the work of the Federal bureau.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*Monday, Mar. 21*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	128¼	125¼	125⅝	— 1⅝
CBS A	16	15¾	15¾	+ ½
CBS B	15¾	15¾	15¾	+ ¾
Gen. Electric	37⅜	36⅜	36⅜	— ⅝
RCA Common	6	5⅞	5⅞	.....
RCA First Pfd.	46¾	46	46¾	+ 1¼
Stewart Warner	B1¼	B1¼	B1¼	.....
Westinghouse	87⅝	B41¼	B41¼	— 2⅛
Zenith Radio	13¾	13½	13½	+ ¼

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15½	15½	15½	+ ¼
Nat. Union Radio	⅝	⅝	⅝	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4⅝	5⅝

Keegan Leaves Chi. NBC

Chicago—Howard Keegan, veteran NBC production director, is leaving April 1, to become production director for Carl Wester & Co., radio production firm which handles S. C. Johnson's "attorney at law" and Pillsbury's "Woman in White." Keegan, former WCFL program manager, produced "Lights Out", "Girl Alone" and Edgar Guest's "It Can Be Done", among others, at NBC.

Buys More McClatchy News

Sacramento — McClatchy stations KFBK, Sacramento and KMJ, Fresno have been added to stations releasing three daily news casts by John B. Hughes to supplement the present outlet over the Don Lee network. The 18-a-week news broadcasts by Hughes are under sponsorship of Borden's Dairy Delivery, San Francisco.

WROK IS THE
RADIO VOICE
OF NORTHERN ILLINOIS AND
SOUTHERN WISCONSIN
ROCKFORD, ILL. KELLY-SMITH

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 19, covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
It's Wonderful	Robbins Music Corp.	29
Love Walked In	Chappell & Co.	29
Tipitin	Leo Feist, Inc.	27
You're An Education	Remick Music Corp.	26
More Than Ever	Miller Music, Inc.	25
Sweet As A Song	Robbins Music Corp.	23
Goodnight Angel	Irving Berlin, Inc.	22
Thanks For The Memory	Paramount Music Corp.	22
I Double Dare You	Shapiro Bernstein Corp.	20
Let's Sail To Dreamland	Larry Spier, Inc.	20
Please Be Kind	Harms, Inc.	20
Whistle While You Work	Irving Berlin, Inc.	20
How Dja Like To Love Me	Famous Music Corp.	19
Dipsy Doodle	Lincoln Music Corp.	17
Heigh Ho	Irving Berlin, Inc.	16
I Fall in Love With You Every Day	Famous Music Corp.	16
I See Your Face Before Me	Crawford Music Corp.	16
Always And Always	Leo Feist, Inc.	15

Congressmen Still Want Their Own Investigation

(*Continued from Page 1*)

radio industry by the FCC was in the public interest and would be conducted primarily to look into the activities of chain broadcasting companies.

"I realize that the investigation we propose," McNinch stated, "Does not line up exactly with what is in the minds of many members of Congress but we shall definitely go into the social and economic aspects of the radio broadcasting industry," McNinch's statement was prompted by a previous statement made by Congressman Richard Wigglesworth, Massachusetts Republican, who describing the proposed FCC investigation as "an investigation by seven members of the Commission of the work of four members of the Commission in the broadcasting field," let loose a blast against the FCC.

"No one," Wigglesworth said, "Can consider the evidence available today without feeling that those administering these acts have failed to achieve any one of these objectives and that a virtual monopoly of the industry exists in the hands of the three big broadcasting companies of the nation, Columbia, Mutual and National."

Commander T. A. M. Craven, who first suggested the investigation and in this resolution provided for a three-man board to conduct it was in accord with the sympathies expressed by Chairman McNinch.

"For my part," Craven said, "I shall see that the investigation goes right to the facts."

At the National Association of Broadcasters it was not possible to reach Philip Loucks for a statement.

Congressman Lawrence Connery, Massachusetts Democrat, sponsor of the House resolution, introduced by his late brother to investigate the FCC and the radio industry together,

(*Continued on Page 8*)

Baseball Plans Okayed By Atlantic Refining Co.

(*Continued from Page 1*)

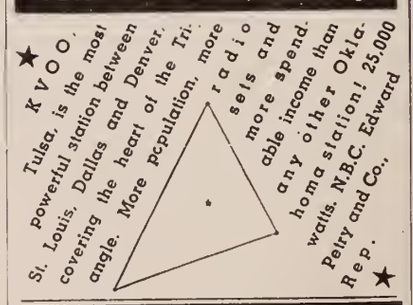
der combined sponsorship of Atlantic and Kellogg in International and Piedmont leagues, WHEC, WEBR, WSOC, WRTD, WSJS, WRDW. Baltimore games will be aired under joint sponsorship of Atlantic and General Mills with station and announcer as yet unselected; WOKO and WABY, for Atlantic Refining, Washington Senator games; WJAS, Sports summaries.

Remaining two leading sponsors of baseball play-by-play accountings, Kellogg and General Mills, both have not as yet released their schedules for the coming season. Clifford Samuelson and Brad Robinson, representing General Mills, are now in New York completing arrangements.

Arthur H. Samuels' Services

Arthur H. Samuels, WOR Executive Producer, died Sunday morning at Doctors' Hospital following a short illness. Samuels, who was 49 years old, had been associated with WOR since October, 1937. Funeral services, held yesterday, were attended by Frank Braucher and Theodore Streibert, WOR vice-presidents, Alexander Woollcott, Maurice Gest, Olga Baclanova and Pat Barnes and others.

Another Way to Tell the KVOO Story!



COMING and GOING

ROLAND MARTINI, vice-president in charge of radio for the Gardner Advertising Co., arrives in Los Angeles from New York, today.

WILLIAM S. PALEY, president of CBS, returned from the west coast yesterday.

MILTON BERLE left Hollywood yesterday by plane to return to the bedside of his father who is seriously ill.

CLIFF SAMUELSON and BRAD ROBINSON of General Mills in New York to line up Gold Medal Hour, and baseball schedule.

SYLVESTER Q. CANNON, president of the Radio Service Corporation of Utah, (KSL) has returned to his desk from a vacation in California.

WALTER WOOLF KING, arrives tomorrow morning from the Coast to join Eddie Cantor. MRS. CHARLES B. KNOX, president of Knox Gelatine Co., arrives here today on the Aquitania.

MRS. JOHN T. DORRANCE, wife of the late Campbell Soup head, also arrives today on the Aquitania.

JOHN SHEPARD III, of Yankee and Colonial Networks, and MRS. SHEPARD returns today from a West Indian cruise.

A. WARD WHEELOCK of the agency bearing his name, arrives today on the Aquitania.

RUDY VALLEE will be in New York today after his picture-making on the coast. TOMMY RIGGS arrives with him.

JACK PEARL is also among the Hollywood arrivals in New York today.

PAULINE SWANSON, head of the Los Angeles Fizdale office in New York on two week trip.

LAWTON CAMPBELL, Ruthrauff & Ryan vice-president, arrived on the coast yesterday for a huddle with Tiny Ruffner, v.-p., in charge of Hollywood office.

Goodrich Tire on KSFO

San Francisco—The Goodrich Tire and Rubber Company of Akron, Ohio have placed a summer spot announcement campaign on KSFO, CBS outlet in San Francisco. This Ruthrauff & Ryan account will use five night-time spot announcements beginning April 1.

The RIGHT SPOT
. . . . . for Sales is Oklahoma!
● Babson and other economic authorities point to Oklahoma where business men, in all lines, report good volume . . . and WKY is the right spot for your advertising to cover the nation's brightest sales-spot.
WKY
OKLAHOMA CITY
Representative —The Katz Agency, Inc.

GUEST-ING

JED HARRIS, MARTHA SCOTT, FRANK and JACK CRAVEN on Kate Smith Hour, Thursday, (CBS, 8 p.m.)

OTTILIE HEUER will be interviewed by Anice Ives tomorrow (WMCA, 11:15 p.m.).

GLENN DARWIN, baritone, on Chesterfield program, March 30 (CBS, 9:00 p.m.).

WALTER CASSEL, baritone, on Chesterfield program, April 6 (CBS, 9:00 p.m.).

LYMAN BEECHER STOWE, grandson of the author of "Uncle Tom's Cabin", on We The People program, March 24 (CBS, 7:30 p.m.).

HAMILTON HOLT, president of Rollins College, on Mary Margaret McBride show, March 23 (CBS 12 noon).

Tele Corp. Files Changes With SEC on Stock Issue

Washington Bureau, RADIO DAILY

Washington — International Television Radio Corp. has filed several minor amendments to its pending registration statement with the SEC. The pending statement calls for 1,000,000 shares $1 par value common stock to sell at $1.60.

The amendments are more for clarification than changes in substance. One of the amendments states there are two schools of thought on television today — mechanical and electronic—and outlines the Priess system which the company will develop. As soon as the commission approved the issue the company will supply and equip 5 television centers for experimental and practical purposes it is stated.

UP Gets Northwest Outlets

Eight northwestern stations have been signed by United Press during the current radio news campaign being conducted by the wire service in the west. Stations are: CJOR, Vancouver, B. C.; KHQ and KGA, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KXRO, Aberdeen, and KOL, Seattle. Outlets had subscribed to another news service before making the switch.

Move from San Francisco to Sacramento is to be made by UP's west coast headquarters in the near future. Firm is now serving 236 stations with news and is adding floor space to its New York office.

WQXR
IN A CLASS BY ITSELF
INTERSTATE BROADCASTING CO
730 Fifth Ave., New York

☆ PROMOTION ☆

Mutual's "Ups and Downs"

"Study in Ups and Downs" is Mutual Broadcasting System's title for a readable promotion booklet that's a good bit out of the ordinary. It tells the story of a 10.8 per cent rise in 1937 sales over 1936 by Delaware, Lackawanna and Western's "Blue Coal." The sales message, however, is not told "in routine way," but is "dressed up" in a small brochure illustrated with distinctive and dramatic drawings in five colors. The condition of the coal business, growing competition, cut-rate tactics, limited time and talent budget, special merchandising problems and the happy ending are made more than usually interesting by the effectively, colorful production job.

KDAL Plugs "Inside" Angle

To put over the idea that the Duluth-Superior market must be covered from "the inside," KDAL is issuing a series of single-sheet lithographed releases. The lithographs stress that this market cannot be reached from "the outside" the same lithograph form will be used for the full series, but copy, of course, will be changed in the white panel. The "inside" angle, however, will be stressed throughout the campaign. Initial announcement emphasizes that the station has been a CBS affiliate for only six months, but already has 18 national commercial shows riding its kilocycles.

Working with the C. of C.

Station KTSA, San Antonio, is broadcasting a series of special 15-minute broadcasts during the Chamber of Commerce good will tour of the Rio Grande Valley this week. Station Manager George Johnson soid that various cities to be visited by the trade trippers will be saluted, and that Mayor C. K. Quinn will appear on several of the programs. Corpus Christi is being honored today at 1 p.m. with his honor delivering a short talk from the KTSA studios in the Gunter Hotel. The spiel will take place while the San Antonians are dining with the Gulf Coast city chamber of commerce.

Weslaco is to be saluted at 8:15 a.m. and Mission at 12:45 p.m. Wednesday, with Mayor Quinn featuring the last named program.

A salute to Harlingen is scheduled for 8:15 a.m. Thursday. The Friday broadcasts at 8 a.m. and 12:45 p.m. will honor Brownsville and Kingsville, respectively with the Mayor appearing on both programs each noondays.

"Buy Now" Campaigns

Dayafter the "Buy Now" campaign was inaugurated on WLW, WMBH, Joplin, instituted a similar campaign, using 20 or 25 word plugs about fifteen times daily and two-minute dramatized spots twice daily. The theme of the dramatized spots is that individual cooperation will make "Ancient history of the recession in in business." The personal benefit angle to the individual is stressed in statements that retailers in all lines are making it advantageous for thoughtful purchasers more than ever before, and that the purchaser is really doing himself a good turn.

"Buy Now," campaigns are now being heard on numerous outlets throughout the country.

Selling More News

Because the "world is bristling with history-making events." WTMJ, Milwaukee, plans to present a greater amount of news at a time when it is hot, and is enlarging the station's news service with a new series of quarter-hour early evening broadcasts.

This series, known as "Today's Events," will feature commentator George Comte on Mondays, Wed. and Fri. at 6 p.m., Tues., 6:45, and Thurs. at 6:30. Comte was chosen on a basis of listener popularity polls. To increase the potency of the new "Today's Events" series, stirring march music will open and close the quarter-hour periods.

AGENCIES

W. E. DIFFORD, formerly with the W. J. Hughes & Sons Co., Louisville, Ky., has been named as manager of the Douglas Fir Plywood Association, with headquarters in Tacoma, which will launch next month the 3-year $1,000,000 national advertising campaign to expand the use of fir plywood of the Pacific Northwest through McCann - Erickson, Inc., agency.

STAR BREWERY CO., Vancouver, Wash., has appointed the Seattle office of Ruthrauff & Ryan to handle its advertising campaign. No plans have as yet been announced.

CBS Shortwave Schedule

A new schedule of shortwave broadcasts has been effected by Columbia Broadcasting System's W2XE starting immediately. Latin American broadcasts will now be shortwaved every night from 11:30 p.m. to 12:30 a.m., EST, in place of the 11 p.m. to 12 midnight programs. Special daily and week-end schedules have also been developed for European broadcasts.

Americo Lugo-Romano has been added to the shortwave staff.

If You Lived in Battle Creek

WELL
the only station in Battle Creek
Primary pop.--107,598
Radio Families, (primary)---31,030
Annual Retail Sales, (Battle Crk. only) $14,092,000

.... where there's only one Radio station in the city... chances are you'd listen to that station (WELL) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative

Los Angeles

PATRICIA KAY and the Three Sweethearts are waxing a series of musical disks for the Thomas Lee Artists Service and a local transcription concern, with the deal being handled by Carrol Tornroth, who recently joined the agency under Max Schall, recently appointed manager by Tommy Lee.

Paul Keast, one time Broadway musical comedy star, will do a guest appearance with Knox Manning on the KNX "Headlines on Parade" Tuesday at 5:30-5:45 p.m. Keast will sing a new number paying vocal tribute to Hollywood as "The Crossroads of the World."

Ann Cook returns to KFAC with a new weekday morning program at 10 a.m. logged as "Ann Cook's Book." The advisor to women on home-making should attract an audience for the initialer, on which she will tell the ladies: "How to get your first thousand dollars."

The auditorium at Los Angeles Junior College will be used as a "Radio Listening Room" by students for the CBS "American School of the Air" and the KNX-Board of Education series, under maturing plans of John L. Putnam, Chairman of J.C's Faculty Radio Committee.

Faith Hyers of the Los Angeles Public Library now has a book reviewing program, "Looks at Books" on KFAC Sundays at 5:45 p.m., and another KFAC Sunday program, "Living Portraits from the Bible," gets a change in time to 12 noon.

Option on Feg Murray for Bakers' has been picked up by the J. Walter Thompson office, insuring continuance of the cartoonist - microphonist for another 13 weeks.

Harry Giles, who has been office manager for Rockwell-O'Keefe here, has left that organization to manage Jimmy Grier and the barnstorming tour upon which the maestro is embarking this week.

Carl Haverlin, commercial manager of KFI, recently dug up a station log book covering the period of March to May, 1926, filed away by some now-forgotten technician, which reveals the fact that there were no sponsored programs, and the entertainment highlights consisted of news periods, piano-song recitals, hour-long dramatic sketches and dance bands. The KFI staff consisted of an announcer, a technician and a jazz piano player, and the average time on the air was 4 and ¾ hours daily, spotted between 5 and 11 p.m. One of the tragic and historical entries in the log is dated August 8, 1928, and reads: "Station off the air two hours . . . President Harding died."

YOUNG MAN, with ten years' experience selling advertising, mostly radio, seeks change. Executive ability. Sales last year over $30,000 on small station. Would lease or buy small station. Box A-157, Radio Daily, 1501 Broadway, New York City.

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **From Our Little Red Book!....Because of the European crisis many sponsors contemplating debuting air series are standing by!.... Raymond-Whitcomb, travel bureau, were set to start a MBSeries featuring Jack Arthur and Sylvia Froos (which would take the vacant 6:30 Sunday spot) are laying off because travel abroad has fallen way down!....Lud Gluskin has been given a year's contract renewal as western musical director for CBS....Ben Bernie is booked for Catalina Island in May—which will bring his U. S. Rubber show from the west?....David Ross will emcee the Griffin-Hal Kemp series which starts on CBS April 19th and carries 40 stations on the web....Steinie Bottle Boys show on NBC, Mon. and Thurs. will feature guestars on the Thurs. shows. Gene Krupa inaugurates the policy Thurs....After tonite's show the entire Al Jolson cast will be notified that they've been renewed for one year....W. C. Handy, the "St. Louis Bluesman" will be Ripley's first guest on the Tues. nite series April 26. Last Sat. show will be the 23rd....Helen Gahagan replaces Ann Jamison on "Hollywood Hotel" this Fri. while the latter goes on tour....Shirley Temple comes east next week—and guest shots are being lined up for her....A small-time agent just took a six-month option on a lumber plant—hoping that he may find another Charlie McCarthy!....The price of a penny postcard will bring you his name.**

● ● ● *Carshon's Kosher Delicatessen sponsored a special St. Patrick's Day program last week on KTAT, Ft. Worth, Texas.... Response was terrific and Ft. Worth Irish Folk have replaced corned beef with salami in the famed dish of Erin—corned beef and cabbage....J. Howard Ackley is a real radio veteran, having been with WOWO and WGL, Ft. Wayne, Ind., for a period of more than ten years. One of his main attributes is his versatility before the microphone—as he has announced practically every type of program ever presented by the two stations....Conservatively speaking, Howard has announced a total of 15,000 programs during his ten-year connection with WOWO and WGL. At present he is Traffic Manager.*

● ● ● **Deanna Durbin will be on one Camel show only! She must go back to the coast for flicker commitments....Fred Allen's last show will be June 29!....Merrymacs go out of the guestar class by their contract for this show which runs until Allen vacations—with options for the summer.... Ken Murray and Oswald have been renewed on "H. H." for 13 weeks.... Jack Pearl arrived from a two-month coast vacation yesterday to discuss a summer series....Confirming our report that the CBS "Hit Parade" won't fade this summer, G. W. Hill renewed starting May 7. Harry Salter will follow Mark Warnow on the series....Jack Fulton has been signed by WB! No shooting date set nor the disposition of his Wrigley series....Ben Pollack is auditioning singers on the coast to succeed Julie Gibson on the Penner show....Lee Sims and Ilomay Bailey open at the Glass Hat in NY tonite ....Ted Pearson, wordslinger on the "Good News" show will be absent for two weeks to come to NY for commercial pictures....Ramona, former Paul Whiteman, pianist-singer, is forming an all-male band and will call herself the "Female Eddy Duchin".**

● ● ● *Gene Pack, chief engineer for KSL, Salt Lake City, became a pappy the other day—a boy. "I don't know what wavelength he's broadcasting on, but it sounds like a 100 kilowatter," was all Gene had to say about the auspicious event....Hillard Hamblin's little broadcasting station at Warsaw, Ontario, from which he occasionally amused residents of Peterboro, district, has been clo ed by police. Inspector Marborough, of the Department of Transport, accompanied by Royal Canadian Mounted Police seized the equipment. Hamblin built the station himself and used local talent. P. S. Police said Hamblin had been operating without a license.*

Chicago

ANN COOPER is playing lead role in Mutual's Painted Dreams while Bess Flynn is recovering from collapse in hospital.

WJJD has launched a new series of Joe Louis training camp broadcasts. Heavyweight champ and other principals in coming bout with Thomas are featured daily at 3 p.m.

Tom Foy, WGN continuity writer, home from Florida with a boiled lobster effect.

Russ Young has taken over Bob Elson's Man on the Street broadcasts for Salerno Megowen Biscuits while latter is in California scouting the Cubs and White Sox.

Ed Prentiss, young free lance actor, sporting a new Packard.

Hugh Studebaker (Silly Watson of Fibber McGee) has installed a home recording outfit. Mayor Edward S. Kelly has a new home recorder, too, and recently surprised Attorney General Homer Cummings by presenting him with discs of an address he made which was broadcast here.

Dick Holland, Chicago boy actor who has been featured in pictures (with Bobby Breen in "Make A Wish") has returned home and joined the Ma Perkins cast.

Visiting WBBM — Harold Fellows, manager WEEI, Boston; Merle S. Jones, Manager KMOX, St. Louis; W. J. Williamson, commercial manager WKRC, Cincinnati and Wendell J. Campbell of same station.

Todd Hunter, WBBM news commentator, addressed the Van Steuben High School Parent-Teacher association.

WBBM is electrically transcribing CBS Friday night Public Discussion for local rebroadcast at 10:45 p.m.

Arch Oboler due here yesterday from coast with Boris Karloff for new "Lights Out" series.

Betty Winkler, who will play femme leads with Karloff, will be in this weekend from vacation on Arizona dude ranch.

Virginia Sims, Kay Kyser songstress, to be joined by her mother for the summer shortly. Mrs. Sims lives in Fresno, Calif.

Maxine Gray has shaken the measles and rejoined Hal Kemp crew at Drake Hotel.

Catch the ★★★ ANDREWS SISTERS
on the Wrigley Program
"Bei" Gum They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS

RICHMOND, VA.

Bicycle Club of the Air, a weekly amateur and safety airshow made its debut, under the direction of Ruth Goodman, on WRTD this week.

An intercollegiate debate originated in the WRVA studios Saturday morning when teams from Randolph Macan and Colgate discussed the subject: "Resolved, That the National Labor Relations Board should be empowered to enforce arbitration of all industrial disputes."

The WRTD "Youth Passes in Review" program featured two Westhampton College girls in a half hour recital under the joint direction of Mrs. Frank Wendt and Miss Helen Nolde last Friday night.

Richard Chase, teacher of traditional songs and figure dances in the Richmond public schools, introduced "The Jack Tales," a series of weekly programs this week over WRTD.

Manager Jack Maxey of WRTD has inaugurated a "buy now" campaign calculated to increase employment. The broadcasts, which are impartial and unsponsored, will cover the widest possible variety of goods and services. Announcements, programs and brief dramatic sketches throughout the day will drive the message home.

WTMJ, Milwaukee

The song team of Allen Timm and Myrtle Spangenberg returns daily at 11:30 a.m. with an old favorite, "Morning Melodies."

Nancy Grey, who conducts the "What's New in Milwaukee" feature, is to be first guest speaker in series of ready-to-wear and accessory department meetings of the Schuster department stores, attended by nationally prominent merchandising people.

Charles Nevada, sports commentator, has been made an honorary lieutenant of New York police, following his bringing Detective Sergeant Joseph Downey to WTMJ mike to tell how he handles pickpockets at New York sporting events.

Hildegarde, Milwaukee's own international favorite, is the singing star, on wax, for a new Sunday series for Auto Acceptance & Loan Corporation.

Kops Kill Kommercials

Okmulgee — On request of state police KHBG suspended all commercial schedules for three hours and a half and devoted its time completely toward hunting down bandits who robbed the bank at Paoli, Oklahoma, and kidnapped the bank president and his wife.

The bandits finally released their hostages when a farmer and his son who had heard the radio broadcasts by KHBG and announcements over other state stations went "gunning" for the bandits.

OFF-THE-AIR RECORDINGS
TRANSCRIPTIONS OF ALL TYPES
REHEARSALS
All at Modest Prices
SILVER-FRANK, INC.
1650 Broadway Circle 7-2777
New York City Circle 7-2797

ORCHESTRAS - MUSIC

By TED LLOYD

THE SAXOPHONE SOCIETY OF AMERICA, Inc., was incorporated under the laws of New York State the other day!....Listing as its directors Jimmy Dorsey, Hal Kemp, Will McCune, Nye Mayhew, Dick Stabile and Rudy Vallee, the papers of incorporation give thirteen purposes for the organization to operate throughout the country from the State of New York ....Amongst the reasons given for the Society to function is Paragraph C under FIRST: "To create in the general public, by musical instructions and education, a desire for keener appreciation of the musical art and virtuosity attendant upon the playing of the saxophone, RESTORE ITS DIGNITY in artistic and professional endeavors, and eliminate any slander and opprobrium presently concomitant to its use and function"!....The other paragraphs are not unlike the one quoted ....Concentration by the Saxophone Society of America, Inc., will center itself with the quoted paragraph and will immediately organize a subsidiary to be called "The Society for the Suppression of Slander to the Saxophone"—which we believe, will follow the scheme of the "Guild of Pipe-Organ Pumpers" and the "Society for the Prevention of Calling All Pullman Car Porters 'George' "....Long document ends with the seal of the notary below the signatures of Jimmy Dorsey, Seymour Manes, Thomas Rockwell, William Burton and Morton Nathanson ....Manes is Dorsey's manager—Rockwell handles the band—Burton is press agent for Rockwell-O'Keefe—and Nathanson only happens to be Jimmy Dorsey's press agent!

Bill Bardo and his band open at the New Kenmore Hotel in Albany Wednesday to be followed by an engagement in Cincinnati and possibly Chicago following. Band consists of 20 people—17 men and three girls. Each man is a solo vocalist.

By an arrangement whereby Music Corp. of America will handle both Gene Krupa's newly formed band and Benny Goodman's already established crew, the former drummer-boy for the Swing Master, won't raid members of Goodman's band....Deal originally called for Rockwell-O'Keefe to handle the new unit, has wilted. If this would have happened, Krupa and Goodman would become competitors and R-O'K. and MCA would vie for their products....However, since both boys will be kept in the family of a parent organization, it is believed that Goodman and Gene will turn into respective individualists, and as such, will be submitted to buyers....Krupa has picked his men and the band went into rehearsal yesterday....He premieres as a maestro with his newly organized band on April 16 at the Steel Pier, Atlantic City. Krupa will have a CBS wire.

Recently, Kate Smith has been featuring outstanding instrumentalists from the name bands of the country. The idea being, that though most orchestras are known only by the name of the fellow at the helm, there are personalities in these organizations who contribute greatly to the success of these combinations. They are very seldom heard when they can play their instruments with the abandon they desire....Ted Collins is giving these lads the proper recognition on the air at the same time giving the baton waver in each instance due credit. It's working for now Collins is besieged by requests to be heard on Kate's program....This is not another swing concert but an attempt to bring before the spotlight outstanding "correct" musicians.

Chick Webb with Ella Fitzgerald will be held over for another four weeks at Levaggi's, Boston. This is the second time their contract has been renewed. Booked in originally for four weeks, the band will remain twelve and leave Levaggi's May 2 ....Webb will continue to broadcast thrice weekly over WJZ and the Blue Network of NBC....Directly following, Chick Webb will play several weeks of theatre bookings. Already pencilled in are the Hippodrome (Webb will be the first colored attraction to play this theater in 3 years) in Baltimore, the Oriental in Chicago and the Michigan Theater in Detroit.

Paul Specht, orchestra director and currently broadcasting for the Pennsylvania State Publicity Commission, has become General Manager of COBO, Inc., the new COOPERATIVE booking office in New York. Specht recently resigned as director of radio relations for Consolidated Radio Artists, Inc., the NBC band booking affiliate

Over 1000 requests were received from musicians during the first two weeks of the current offer by Exclusive Publications, Inc., which is distributing free a new book on swing music, containing biographical data and photographs of favorite swing stars. The book came off the presses on March 19th, and the first edition is expected to be exhausted by April 15th. A second printing will be put on the presses, if found necessary.

Dippy Riddles AND Dippy Duds!
New hilarious material to pep up your
MAN ON THE STREET PROGRAM
Write us for information
RADIAD SERVICE
612 N. Michigan Ave. Chicago, Ill.

OKLAHOMA

KTOK is building a booth at local baseball park in preparation for first-time broadcast of Texas League at-home baseball games. Under General Mills sponsorship.

Harry LeVan, formerly of the Sinclair Minstrels and WLS Barn Dance, has left Oklahoma City for New York City to parly on a new chain program spot.

Nonsense and Notes, KOMA-KTUL show for Hales-Mullaly, Inc., folding with new shot being readied for spot.

Warren Bennett and his orch now filling noon spot on KFXR.

Special radio broadcast promoting Junior Livestock Show and Rodeo over WKY with Arkansawyers of WKY as chief attraction.

KOMA broadcasting Class A finals in Oklahoma High School Forensic League annual debate tournament.

Bonnie Mae Smallwood new vocalist on KGFF (Shawnee). Geneva Jones also in blues singer role for Broadway Garage program on KGFF.

TOLEDO

Fred Kilian has joined the announcing staff of WTOL, Toledo. He is a native Toledoan, but has worked in various capacities with picture companies.

New program on WTOL started Sunday at 10 a.m., sponsored by the Toledo Philatelic Society, for stamp enthusiasts.

An eleven-foot robot will be on the air for WSPD, via its portable transmitter, from the Sportsmen's Show, to be held at the Toledo Civic Auditorium for a week.

Toledo parents and teachers are so enthusiastic about Mary Van Doren's new music appreciation program heard at 4.30 p.m. each Wednesday that station is considering making it two-a-week, one program earlier so that school-children may be assembled to hear it. Miss Van Doren, local pianist, is sponsored by the Toledo Junior League.

"Smile Club," children's program each 10 a.m. Saturday over WSPD, becomes a minstrel show, with Joe Rockhold of the WSPD staff preparing the script. Owen Baroner, the club's tiny emcee, will be interlocutor.

. . Did you know that at The School of Radio Technique numerous Western Electric recordings are made to check a student's progress during his course?
GEORGE MARSHALL DURANTE, DIR.
R. K. O. Bldg Radio City, New York

PROGRAM REVIEWS

"Aunt Jemima's Cabin"

There's welcome relief from humdrum daytime script shows and kitchen chatter for the housewife in Aunt Jemima's Cabin, in the Cross-Roads session. Production's aired weekday mornings at 10 a.m. on WJZ for Aunt Jemima's pancake and buckwheat flours. It carries a well assorted crew of entertainers and packs considerable zest into its quarter hour daily stint.

Cabin is the meeting place of the plantation hands who gather to sing and swap gags in southern dialect. There's Buck and Wheat (Bance McCune and Forrest Lewis) who contribute typical blackface gags, while Harriette Widmer does a warm and robust job as Aunt Jemima. Noble Cain choir, Sammy Williams bandsmen and tenor Roy Brower take good care of the musical chores.

Plugs, too, are a relief from much of the jibbish clogging the kilocycles. They are actually mouth-watering and should sell Aunt Jemima's flours.

Milkman's Matinee

Having added two new sponsors within the past week, Stan Shaw, master salesman, is now heard daily except Sun. at 1-7 a.m., one of the longest, and most entertaining programs on the air today. Certainly one of the largest listening audience mail pullers on the local station, Shaw's program received wires from Mexico and California plus all points of the Eastern coast, when caught by this reviewer. Most noticeable feature of program is the ease with which Shaw manages to keep his six-hour sessions running. Lonnie Worth, Shaw's assistant, also is a valuable addition to the program. Judging from results, Shaw's Milkmen's Matinee at present is tops on the air for late listeners.

Gulf Show

Phil Baker celebrated his fifth air anniversary Sun., on CBS 7:30 p.m., and had as his guests Joe Penner and Jack Benny, two of the west coast's funniest men. Program, for the first time in a long while, had some sparkle and life to it, and with the aid of Penner and Benny, was one of the best shows on the air that day. Continued imitation of Baker's singing stooge trying to be as funny as Kenny Baker rings a little sour, but his voice makes up the difference. Program set to move east after next Sunday's airing.

BIRTHDAYS

Greetings from Radio Daily

March 22

Chico Marx

Parks Johnson

Adrian James Flanter

Earl Palmer

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

PATRICK J. STANTON

"IRISH CITIZEN No. 1" says Philadelphia! Vice-president and general manager of WDAS, Pat Stanton has been associated with the station since its inception. His radio career has been speedy but inclusive. He left Cork County for America when he was six. Attended Philadelphia schools and made plans for the priesthood. Then the theater beckoned. Trouping for several years was the best education in showmanship he could have had. In 1929 he joined the WDAS staff as copy-writer, announcer, production man. Immediately evidenced his feeling for what's Irish by introducing the first Irish program on the air, "The Four Provinces Irish Orchestra". By 1936 he had held down virtually every job in the station and was well equipped for the position of general manager. This year he was elected vice-president. He introduced the Merry-Go-Round type of program, published one of the first newspapers about one program, The Merry-Go-Round News, and is an authority on the staging of special events. Now, on occasion, he manages to take time off to visit Erin and make motion pictures, which he exhibits to the listeners of his Irish programs.



A Son of Erin

"Swing vs. Sentiment"

Before an audience of 6,000 persons in the Masonic Temple, Detroit, WJR presented its portion of the "Swing versus Sentiment" squabble which has been running for weeks. CBS studios, with Leith Stevens, pinch-hitting for Benny Goodman, upheld the swingsters end of the broadcast. Program was broadcast on CBS, Saturday, 7:30-8:15 p.m.

New York opened the program with a swing version of "Loch Lomond", then to WJR for the same number with Ray Heatherton vocalizing in straight ballad style, New York came back with "Tiger Rag" by Art Tatum. Detroit played "A Brown Bird Singing" with Hollace Shaw doing the vocal.

New York repeated the number with Maxine Sullivan swinging it. Leith Stevens continued with "Loves Old Sweet Song" which WJR repeated having Miss Shaw do the singing.

The hottest swing number on the show "Brushing the Boy Off," by Charley Barnet followed. Show closed with a revival of the song that started the whole trouble, "Annie Laurie." Maxine Sullivan gave her version and Ray Heatherton, in sweet style, sang the number from Detroit. Stevens closed the program with "A Light Touch of You."

Program was excellent entertainment as well as a great stunt for WJR and CBS. The WJR symphony orchestra furnished the musical support for Heatherton and Miss Shaw. The swingsters did swing it.

After the program was over, Fitzpatrick, general manager of WJR, said, "I think New York cheated a wee bit on the 'Brown Bird' number. Maxine Sullivan didn't swing it, she just poured into it the heart of a colored girl with all the haunting rhythm of her race. She was grand."

Chase & Sanborn Hour

Donald Dixon stepped in Sunday to pinch hit for the ailing Don Ameche, and while he did okay with his vocal numbers, he lacked the ease and finesse employed by Ameche as emcee. Charlie McCarthy and Edgar Bergen gave their usual laugh-filled performance, while Fred MacMurray and Carole Lombard stood out with their scene from "True Confession". Program still ranks high on the Sun. fare.

Stan Lomax

First of the transcribed baseball camp series heard on WOR for Tidol, last (Mon.) night 7-7:15 p.m., brought an excellent fast moving quarter-hour by Lomax as taken down at the American League training camp at Lake Charles, Louisiana. Sudden shower broke up the scheduled exhibition game, but Lomax provided good dope and a runing story. Also he brought Connie Mack to the mike as well as other noted baseball men, from the lobby of a local hotel, when the game was postponed. Other pertinent items brought the period to a close in a manner that would never indicate the show was a day or so behind the actual happening due to be transcribed. Inasmuch as first-hand information is being dealt out, the ET will be found no handicap.

Nellie Revell

Guesting on Mark Warnow's "New York On Parade" Mon., 7:30-8 p.m. EST on WEAF, Nellie Revell, was introduced by John B. Kennedy and did a female O. O. McIntyre on New York. Her voice and personality was pleasing and registered big. Morton Gould, composer-arranger, played one of his unusual compositions. Warnow's music, as usual, was delightful.

NEW BUSINESS

Signed by Stations

WHBF, Rock Island: Carter Medicine Co., announcements renewal, through Spot Broadcasting, Inc.; National Used Car Exchange Week, announcements, through Young & Rubicam; International Harvester Dealers (farm equipment), Eb and Zeb ETs; Arsenal Brand Foods, Musical Clock program; Mildred Ice Cream Co., 15-minute programs; Chevrolet Motor Co., Musical Moments ETs renewal, through Campbell-Ewald; Absorene Manufacturing Co., announcements, through Ross-Gould; Townsend Recovery Plan, ETs, through Burton Keith; Peterson Baking Co., Tobie's Corntussle News (rebroadcast from WMT), through Earl Allen Agency.

WMT, Cedar Rapids: Peterson Baking Co., Tobie's Corntussle News, through Earl Allen Agency.

WHIP, Hammond: McKenzie Milling Co., WHIP's Shopping Hour participation program; Interstate Roofing Co., musical program; Majestic Burial Insurance Co., announcements, through United Broadcasting Co.; South Side Oldsmobile Dealers Association, 15-minute programs and announcements; Prosperity Cleaners & Dyers, Prosperity Kiddies' Amateur Show; Zeman's Credit Clothing Co., 5-minute programs, through Malcolm-Howard Advertising.

WTAG: McKesson & Robbins, transcription, through Gardner Advertising Co.

WBZA: Gruen Watch Co., half hour transcription through McCann-Erickson, Inc.

WORC: R. J. Reynolds Co. (Camels) Eddie Cantor and Benny Goodman program.

WFIL: Gardner Nursery Co., ET's, through Northwest Radio Advertising Agency; Blue Ribbon Cake Co., music, through Albert H. Dorsey Advertising Agency; Alexander Co., spots, through J. Faulkner Ardnt Co.

KYW: RCA-Victor Co., recordings, placed direct; political talk, through Stewart-Jordan Co.; Political talk, through Associated Advertisers Inc.; Political talk, through McLain Organization Inc.

WSPR, Springfield, Mass.: DuPont Paint Co., DuPont Paint Parade, through Sear & Ayer; Hathaway Bakeries (bread) spots; Plymouth Rock Co., (plain gelatine and coffee jelly) spots; Mankind Dog Food Co., ET spots, through Sear & Ayer.

"Man in Street" Show Has An Airport Locale

Salt Lake City—Dan Ryan, radio director of The W. E. Long Company, Chicago, has arrived here, to make arrangements for the inauguration of a new type "man on the street" program. The program, which will be featured on Station KSL, Mon. through Fri. from 1:30 to 1:45 p.m., will be built around interviews with passengers of transcontinental United Air Lines planes.

Program, which is sponsored by the Holsum Bakery of this city, will also contain chats with the ground crews, pilots and hostesses of various ships passing through Salt Lake on the United Air Lines. During inclement weather the scene of the broadcast will be shifted to the grounds of the Mormon Tabernacle and other interesting parts of the city.

R. J. Barrett to Speak On Buying Radio Time

Chicago—R. J. Barrett, WOR Chicago representative, will discuss how to buy radio time next Thursday in the second lecture of a series on radio advertising, sponsored by Chicago Federated Advertising Club. Barrett will discuss checking facilities, data service, coverage, number of radio sets, problem of time and choice of stations.

San Francisco

KYA has new "Bride's Bureau" originating in Oakland which went commercial March 21 with 11 sponsors a week. Fifteen-minute period of calling attention to home furnishings, etc., uses "Betty Bridewell" Monday through Saturdays at 11:15 a.m. and three or less plugs per diem.

Hal Burdick, NBC author, to L. A. where he appeared before approximately 20,000 students. His March 20 "Night Editor" originated there.

Bennie Walker, NBC emcee, bought home in Berkeley where Joseph Henry Jackson, book critic, is building.

"Woman's Magazine of the Air" extension period of 15 minutes shifted from Tues. to Mon.

A six-voice group of singers has joined Lucy Cuddy's "Mike and Aireo" broadcasts Wednesdays, KSFO.

Salving fears of Chicago agency that public wouldn't understand his Sunday interview with Orientals here, Jerry Belcher lined up American University grads for his Fitch show.

Bob Lemond, formerly KEHE, L. A., joined the KYA staff Mon. 21, as production mgr. Only 25, he's one of the youngest air execs in northern Calif.

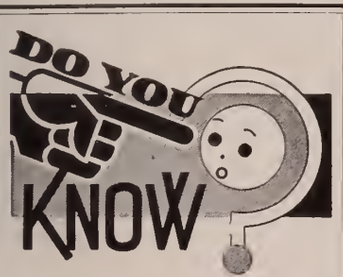
NBChanges: New announcers are Emerson S. Smith, formerly KOH, Reno; John B. Grover, ex-KFBK, Sacramento, and Euel Labhard, NBC drama actor. Lou Withers, announcer here for several years, to Hollywood where he has several film offers, including a role in a forthcoming western ..Stanley Smith and Bob Sandstrom, messenger boys, upped to "pages" although they actually take place of desk hostesses. Hostess Eleanor McFadden now sec. in program dept.

Jack Meakin plays the 8-day Oakland food show in April by CRA booking. Marin Dell Dairy underwriting.

Anson Weeks follows Joe Reichman in the Mark Hopkins in the latter part of April.

FCC has denied KDON, Monterey, a power increase.

New NBC salesman is Chet Blomsness, formerly KGW, Portland.



The Federal Communications Commission will not accept an application for a radio station construction permit or license which requests alternative frequency facilities.

NEW PROGRAMS—IDEAS

"Radio Garden Club"

A timely new series of broadcasts to be known as the "Radio Garden Club" will be given Saturdays over WCCO, Minneapolis, this spring in cooperation with the Minnesota Horticultural Society. Speakers will include a number of faculty members of the University of Minnesota Agriculture Department.

The purpose of the "Radio Garden Club" is to give listeners practical information on care of lawns, planting and propagation of flowers, landscaping and general upkeep of gardens. R. S. MacKintosh, secretary of the Horticultural Society, opened the series.

During the broadcasts, instructions for planting specialized types of flower gardens will be given. These will include gardens with design motifs or color harmonies.

Heavy on the Weather

The weather provides one of the most popular programs on WCOA, CBS outlet in Pensacola, Florida, and the broadcasts claim perhaps the greatest listening audience of any programs heard in northwest Florida and southern Alabama. Florida is weather conscious, especially so in the area served by WCOA. These reports which are broadcast at specified times are a part of the daily lives of people living and working in this section. Station broadcasts thorough and complete reports three times daily. Approximately five minutes are required for each broadcast when all information relating to local weather as well as forecast in neighboring states are presented as a special service feature. WCOA presents these programs each day at 11:00 a.m., 12:15 p.m. and 10:00 p.m. Storm warnings and other unusual forecasts, however, are put on the air when received. Listeners served by the station know that any news concerning the weather will be presented to them.

Local Educational Shows

KTMS, Santa Barbara, has completed a schedule of local shows which are presented each evening at 8:30 p.m. for one-half hour. On Mondays a round-table discussion is carried on between a group of High School students, and their parents. On Tuesday, a semi-religious program "The Pastors Study" holds the spotlight. On Wednesday evening two spelling teams battle it out on the KTMS Spelling Bee.

Local teams of five enter challenges each week, and words are sent in by interested listeners. Thursday night's program is produced by the Santa Barbara State College Dramatics class. Half-hour plays, alternate with microphone campus trips. Friday night's feature is the local Federal Symphony Orchestra.

Recorded Special Events

Utilizing its newly acquired portable recording outfit, KGER has gone in for special events, stimulating effort for unusual programs by having two three-man crews who compete for "scoops". Recent novel programs produced and broadcast include charting the ocean floor aboard U. S. Geodetic ship, a visit to Los Angeles' wholesale vegetable market at height of its activity at 3 a.m., broadcast from Plane Dispatcher's Tower at Western Air Terminal, and trip through a fish cannery, from the time the fish yells "Uncle" to pasting the label on the can.

Another Quiz Show

Johnny Rogers, manager of the State Theater, is inaugurating a weekly radio program from the stage of his house known as "The Man on the Stage," which will be aired each Fri. between 9:15 and 9:30 o'clock over WKBO by Frank Bowers. Members of the audience will be invited to the stage to answer questions in a quiz contest. The high scorer will receive $5 in cash and the next three winners will be given free theater tickets.

RCA Will Standardize Tele in 6 to 12 Months

(Continued from Page 1)

check them against standards desired by competing television firms.

These various standards will then be examined and general standards adopted for the entire industry. It will be necessary to adopt general standards before submitting them to the Federal Communications Commission in order that the government will be assured that television receivers will be suitable for general commercial use.

KROY to Walter Biddick

Sacramento — Walter Biddick, San Francisco, has been named representative of Royal Miller station KROY, the local CBS daytime outlet.

Peace League Programs Readied for 21 Spots

(Continued from Page 1)

present has not been completed, will be expanded as the series advances.

Programs, to be known as "Voice of Peace", will be heard locally at 9-9:15 p.m. and will be supervised by an advisory committee consisting of Sidney Kingsley, Marc Blitzstein, Ernst Toller, Hanns Eisler, Floyd Miller and Mitchell Grayson. All programs will be centered upon current events and will be of a dramatic nature.

American League branches situated throughout the country will be in complete charge of all distribution and are at present engaged in setting stations in their various cities for the series.



Many Thanks for all the compliments that keep pouring in. Radio Annual, as part of Radio Daily Service was designed to meet the demands of the busy radio executive for a standard and comprehensive annual book of reference. In this it is an accomplished fact.

★

NOW BEING DISTRIBUTED COMPLIMENTARY TO RADIO DAILY SUBSCRIBERS.

THREE MAJOR NETWORKS SHOW FEB. INCREASES

(Continued from Page 1)

gross network has billed in its history.

March revenues for the networks, it is expected will be very good. CBS will report the largest first quarter in its history. NBC is holding its ground. Network has had some cancellations but new business already booked will more than make up for the loss.

Lawmakers Still Seek To Investigate Radio

(Continued from Page 2)

declared the FCC investigation would not in any way affect his intentions to press for passage of his brother's resolution.

The Mutual Broadcasting System announced Sunday that it welcomes the decision of the Federal Communications Commission to make a thorough investigation of the operations of broadcasting chains, and pledged wholehearted cooperation.

The Mutual network made public a message telegraphed Sunday to the Hon. Frank R. McNinch, chairman of the Commission: "Having learned of the action taken yesterday by the Federal Communications Commission in voting for an inquiry covering the thirteen points on chain broadcasting operations, please be advised that we offer fullest cooperation. We place our personnel and records at the disposal of the commission and await notification as to how best we may cooperate."

The telegram was jointly signed by Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

CBS already issued a statement which appeared exclusively in RADIO DAILY last Friday. President Paley then stated that he could not see any "monopoly" in the setup of CBS. NBC up to late yesterday afternoon would issue no statement.

ONE MINUTE INTERVIEW

DR. O. H. CALDWELL

"Because in America Radio is free, we have the largest radio audiences, and so the finest programs in all the world. Compared with the number of radios per thousand of population in the U.S., the public's use of radio in Great Britain (where radio is government owned and listeners are taxed), is 50 per cent. In France, with government operation and listener registry, 25 per cent. In Germany, taxed and muzzled, 30 per cent. And in Italy, taxed and muzzled, 10 per cent."

☆ Coast-to-Coast ☆

THE new announcer on the staff at KWK is Foster Brooks, who came from WHAS, Louisville. Foster has had a vast and varied background of experience in radio.

Midnight-to-Dawn Review, heard on KSL, Salt Lake City, each Saturday night and Sunday morning celebrates its second year, March 28. The night owl session begins at 1 a.m. and winds up at 8 a.m. Music, news and drama are included on the program which services KSL's Pacific Coast and Ocean areas with an all-night program without any commercials. Salutes to neighboring cities, states and civic organizations are often made during the program. Station, incidentally, has sold 1,000 spot announcements to the Blair Motor Co. Ed. Broman, is account executive for the spots which will run three-a-day for a year.

Mrs. Elma Latta Hackett, KSFO's "Friendly Homemaker," heard five times weekly in the early morning, has had two of her large national accounts renew their contracts. United States Products Corporation, makers of Signet Fruit Juices, have signed to continue through Long Advertising Agency of San Jose, California. N. W. Ayer & Son of Philadelphia has renewed for Golden State Company, Ltd.

Henry Effertz has been added to the announcing staff of KCMO, according to Larry Sherwood, general manager of the station. Effertz has been associated with the Kansas City Resident Theater.

New England Radio Corporation has failed to obtain permit to operate a Bridgeport, Conn., 250-watt station on the 1190 band, to be vacated by WATR, Waterbury, when it goes full-time.

Judson Edwards and Jess McCowan, KSO-KRNT transmitter engineers, doubled in brass as firemen last week and found themselves reported as heroes in the Des Moines Register and Tribune. While at their post at the transmitter, about a mile north of the city limits, the engineers saw flames coming from a near-by home. They ran to the house, forced an entrance and found a well-started blaze creeping around the living room. Using a pail and a small washtub which they found, the engineers managed to put the fire out after 15 minutes of feverish activity.

WSGN's special events combination went into action last week when notice came that a tornado had played havoc in the Mulga coal mine district 12 miles from Birmingham, Alabama. Within 10 minutes after word was received at the studio, the WSGN boys were making preparations to go into the storm area for a possible broadcast. Atmospheric conditions were bad, but Paul Cram got out the short-wave transmitter, WAXD, and all other radio equipment was hastily assembled.

KGVO, Missoula, Montana, is looking to the future of its announcing staff, by the organization of a class for Cub Announcers, under the guidance of Chief Announcer Verne Sawyer and Production Manager, James Alden Barber. Members of the class in announcing are recruited from the law, public speaking and dramatic departments of the University of Montana.

Mitchell Joining WBCM

Toledo, O.—Lester Mitchell, program director of WTOL since that station opened recently, has resigned to become production manager and program director for WBCM, Bay City, and WHAL, Saginaw, Mich., both part of the Michigan Radio Network.

"Hit Parade" Renewal

American Tobacco Co. will renew the Hit Parade programs heard over CBS Saturdays, 10-10:45 p.m. for 13 weeks effective May 7. Lord & Thomas has the account.

ASCAP AWAITS 'ORDERS' FROM AUSTRIAN AFFILIATE

(Continued from Page 1)

(as they did in Berlin some years ago) and that "irrevocable instructions" were on the way. The instructions presumably apply to the quarterly checks ASCAP sends to the AKM for public performance here of the Austrian catalogs.

ASCAP general manager, John G. Paine figures all diplomatic relations between ASCAP and Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) is severed for the time being.

Up in Albany, however, N. Y. State Legislature adjourned without putting through proposed Anti-ASCAP measures.

AFRA Will Seek FCC Aid In Reinstating KSD Hand

(Continued from Page 1)

charged Peley following a printed list of AFRA local officers, of which Peley was noted as a board member. Preliminary investigations by AFRA have not disclosed any further reasons or any cause for the lay off. Peley has been associated with KSD for the past 5 years, and has been in the industry for 15 years.

The NLRB is expected to set a hearing date on the case sometime today.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. FOTOTONE SOUND SYSTEM COlumbus 5-7366-7

Mr. C. Lawton Campbell
Ruthrauff & Ryan, Inc.
405 Lexington Ave., N. Y. C.

My dear Mr. Campbell:

"The proof of the pudding is in the eating." We are not asking anyone to eat our records—but we are asking them to listen to one.

We have been claiming for some time now that we make superior recordings simply because our studios are the last word in "up-to-date-ness" and our engineers are thoroughly efficient. It has been proved to others. Won't you let us prove it to you?

A telephone call will bring a sample to your office.

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 57 NEW YORK, N. Y., WEDNESDAY, MARCH 23, 1938 FIVE CENTS

Wimbledon Contracts U. S. Webs

Will Permit Tennis Match Descriptions Formerly Exclusive With BBC On Basis Of Five-Year Agreements

London—Officials of the Wimbledon Lawn Tennis Assn., are seeking to complete arrangements with NBC, CBS and Mutual whereby each of these American networks will for the first time, be enabled to broadcast their own individual descriptions of the international tennis matches. Up to now, each of the U. S. broadcasting companies has taken the programs from BBC, which will still be available if the proposed deals fall through.

Plan as proposed by Wimbledon

(*Continued on Page 2*)

WFIL ORDER CUTS OFF "EXCITED ANNOUNCER"

Phila.—Donald Withycomb, g.m. of WFIL, has issued strict orders against hysteria voiced announcing in the handling of foreign news bulletins, following what the station said was unprecedented action when he cut newscaster Clint Johnson off the air for becoming overly excited while reading a news dispatch from Berlin.

Johnson who had interrupted a musical program to read the dispatch was cut off in the midst of the article. Warning was issued by Withycomb, on the dangers of war hysteria, to the mikemen, who were told that their business was to report news unadulterated and not delve into politics.

No censorship of news is intended

(*Continued on Page 2*)

Chi. AFRA Frowns Upon Central Casting Agency

Chicago—Board of directors of Chicago local of American Federation of Radio Artistes has notified its more than 500 members (about 98 per cent of Chicago dramatic and vocal performers) to have no "business relationship whatsoever with any newly

(*Continued on Page 8*)

Spring Auditions Heavy

Latest headache for radio directors is the flood of hopefuls who are besieging agencies for auditions. Number of would-be thespians has increased greatly during the past few months and one director complains that if he were to grant all of them auditions, he'd have to forget about producing shows. Burn was that he didn't snare one possibility out of a large crew tested.

"Time Marches—"

Peoria, Ill.—The "horse radio" has arrived with an announcement by Chief of Police Leo F. Kamins that four horses used in traffic patrols will be wired for radio reception. The receiving sets will be installed in saddle pouches as a means of combatting traffic congestion.

Bowes' Four Years

Major Bowes will celebrate his fourth year on the air with his Amateur Hour on his CBS broadcast March 31. Program is now under the sponsorship of Chrysler Corp. and is heard weekly at 9-10 p.m.

RADIO JURY A SUCCESS SAYS S. C. JOHNSON CO.

Chicago—A radio jury, composed of several hundred women, which has been advising the S. C. Johnson Co. on its Fibber McGee and Molly radio show and other radio activities for the past year, has been announced a success by William Connelly, advertising manager. Comments of the jurors, whose nucleus was found in 500 women who had won the sponsor's product in a radio contest, have played a definite part in the evolution of the series, Connelly asserted.

Even in the case of commercial

(*Continued on Page 2*)

Roosevelt Signs New False Advertising Ban

Washington Bureau, RADIO DAILY

Washington — President Roosevelt yesterday signed the Federal Trade Commission bill which gives the FTC jurisdiction over the control of false advertising of foods, drugs, cosmetics and devices.

The new law defines false advertising as any advertisement which is misleading in any material respect,

(*Continued on Page 2*)

Rhode Island Senate Gets Anti-Ascap Bill

Providence — State Senator Horton has introduced into the Legislature here a bill, number 246, aimed at outlawing Ascap in Rhode Island.

The measure in all its principal provisions corresponds closely to similar bills placed before the Legis-

(*Continued on Page 2*)

Gayle Going Cocomalt

Paula Gayle will replace Julie Gibson as vocalist on the Cocomalt series when Jimmy Grier's orchestra fades and Ben Pollack takes over April 3. Program features Joe Penner and is heard weekly at 6-6:30 p.m. over the CBS network.

TWO NEW COMMERCIALS SIGNED BY CBS SALES

CBS sales department has signed two more accounts making it six accounts which the web has sold within the past three weeks.

New clients are "Grand Central Station," the script show, which Lambert Pharmacal (Listerine) now has on NBC. It folds off NBC on Apr. 15 and starts on CBS, Sunday, Apr. 24, 10-10:30 p.m. Lambert & Feasley, Inc. is the agency.

McKesson & Robbins, Inc., (Calox toothpowder) on May 30, Mondays

(*Continued on Page 8*)

William Benton Explains Chicago U. Radio Plans

Chicago — The University of Chicago is prepared to take the lead in making radio an efficacious instrument for adult education, William B. Benton, vice-president of the University, declared in an address before headmasters of the Private Schools Association of Central States in a meeting at the University Club.

Benton, who formerly headed the

(*Continued on Page 2*)

Rush of Spot Selling by WINS' Sales Manager

Al Schillin, sales manager of WINS, has set the following business for the station during the past week. U. S. Clothing Co., 12 five-minute news periods weekly; I. J. Fox, 6 one-half hour programs weekly; J. Lewis Cigar Corp., 6 one-half hour programs weekly; Benson Plymouth Dodge Dealer, 6 fifteen-minute periods

(*Continued on Page 3*)

Durbin-Cantor Quits

Deanne Durbin will terminate her radio contract with Eddie Cantor following her broadcast March 28 it was announced by her manager, Jack Sherrill, yesterday. Singer will leave for the coast immediately following her final broadcast to fulfill film commitments. No new radio contract will be set for several months.

RADIO ROBOT SCHEDULES PROGRAMS FOR ALL DAY

Chicago—E. H. Scott on April 1, will introduce his revolutionary new robot radio which wakes you up in the morning, puts you to sleep at night and then turns itself off. This valet radio is operated by an electric clock mechanism through which a complete listening (or silent) schedule can be arranged 24 hours in advance.

Use of the clock does not interfere in any way with the operation of a

(*Continued on Page 3*)

Mobile Cereal Program by Quaker Oats on WBBM

Chicago—Starting April 1, Quaker Oats Co. is launching a 15-minute interview program for Farina cereal, titled "We, the Wives" over WBBM three times a week. Paul Luther will

(*Continued on Page 8*)

Vienna Trouble

Phila.—Uprising in Austria and its complications caused a bit of a furore at WIP (Monday) when it was discovered the station had "Here's to Vienna," booked at noon. In an hour, program was rewritten and retitled, and went on the air as "In Old Vienna." Station crossed its collective fingers and hoped.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*Tuesday, Mar. 22*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	126½	125	125¼	— ⅜
CBS A	16	15	15	— ¾
CBS B	15¾	15¾	15¾	.....
Crosley Radio	7¼	7	7	— ¼
Gen. Electric	36⅛	34¾	35	— 1⅜
RCA Common	5⅞	5⅝	5⅝	— ¼
RCA First Pfd.	46½	45	45	— 1¾
Stewart Warner	8¼	8	8	— ¼
Westinghouse	84½	80	82	— 2¼
Zenith Radio	13⅛	12¾	12¾	— ¾

NEW YORK CURB EXCHANGE

Hazeltine Corp.	15½	15½	15½	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¾	5¾

Rhode Island Senate Gets Anti-Ascap Bill

(*Continued from Page 1*)

latures of Florida, Tennessee and other states.

Knoxville, Tenn.—Ascap attorneys are poised here to appear this week in the local Federal Court to obtain an injunction aimed at testing the legality of the anti-Ascap Tennessee statute enacted recently. Decision on Ascap's fight against the Florida law, which was heard recently in Federal Court, New Orleans, will be forthcoming shortly, counsel for the Society declares here.

Hulick on Ciggie Show

Budd Hulick, of the old team of Stoopnagle & Budd, has been signed for the Phillip Morris-MBS series which begins Friday, 8-8:30 p.m. He will interview the men in the parlor game series, "What's My Name." Arlene Francis will have the women.



NETWORKS TO CONTRACT ENGLISH TENNIS GAMES

(*Continued from Page 1*)

authorities with the network representatives is for the American broadcasters to each buy a box at a point of vantage for a total cost of $2,750 each for five years. Each box would cost $550 for the season and other costs would include wire charges from Wimbledon to London at approximately $130. To this cost of $680 however, would be added the most expensive item of trans-Atlantic transmission which will run approximately $10 per minute.

Matches this year are scheduled for June 20 to July 2, and arrangements have been made in the past exclusively with BBC for pick-ups in the U. S. CBS is understood to strongly favor the proposition with NBC less in favor but probably forced to take the games on the same basis as CBS. CBS has already signed exclusive contracts for the most desirable tennis matches played in America. Mutual has been noncommittal on the matter of Wimbledon but has it under advisement. Edward Murrow, CBS representative here appears to be most interested in the deal as to London representatives for the networks.

Roosevelt Signs New False Advertising Ban

(*Continued from Page 1*)

either by statement or suggestion, that a product will accomplish certain things.

New statute allows the FTC to issue complaints against unfair trade practices where it believes the consumer is affected. Civil penalties up to $5,000 are provided.

Existing law forces the FTC to show that a competitor is injured before it can issue cease and desist orders against products it believes are unfairly promoted.

Fruit Juice Campaign

Los Angeles — The Raymond R. Morgan Company has been selected by Treesweet Products Co. to handle a national campaign on their canned orange and lemon juice and orange butter. The new account headquarters in Los Angeles, with factory in Santa Ana, and the Morgan people plan test radio campaigns in Indianapolis, Detroit, Washington and Minneapolis, with a premium offer of California orange perfume involved in the initial feelers.

Sheldon Milliken Ailing

Sheldon Milliken, radio time buyer of Pedlar & Ryan Inc., has left the agency because of ill health. At present he is in an upstate sanitorium, but plans to leave for his parents' home in southern California soon. It is expected that he will be away for over a year. No successor has been appointed to the P. & R. post, as yet.

JOHNSON CO. FINDS JURY IDEA VERY SUCCESSFUL

(*Continued from Page 1*)

continuity the women have had a definite part. Characters and the orchestra are also determined through the reactions received from the women. Reports are submitted to Connelly and relayed to the agency, Needham, Louis & Brorby, Chicago, and then to the cast and Don Quinn, author. This is believed to be the first and only case in the broadcasting industry where a definite group of listeners are allowed to play such an important role in the presentation of a commercial program.

William Benton Explains Chicago U. Radio Plans

(*Continued from Page 1*)

Benton & Bowles agency, prominent in commercial broadcasting, stated that radio, largely used up to now for entertainment, offers American universities a real opportunity to fuffill the ideal of education throughout life.

"The main problem," Mr. Benton explained, "is in dramatizing educational techniques so that the subject taught will appeal for from 500,000 to 1,000,000 adults. The next decade will see leading educators trying to meet this challenge. The great future development will be in the field of adult education."

Through a $35,000 endowment from the Alfred P. Sloan foundation, Benton stated, the university proposes to expand its University of Chicago Round Table program on NBC Sunday mornings as an example of what can be done.

Goodkind Opens Offices

Chicago—M. Lewis Goodkind has resigned as vice-president of Burnet-Kuhn Advertising Co. and has opened an office in the Palmolive Building at 919 N. Michigan Ave. under his name as advertising and radio counsel. Calvin Holmes is associated with Goodkind in the venture. Goodkind was with Lord & Thomas for many years; Holmes was with Montgomery-Ward's in the retail sales and advertising departments for five years and was formerly connected with the Glenn Buck Co. agency. Goodkind takes the Trading Post account with him from Burnet-Kuhn.

Morton's Salt on WHN

Morton's Salt start a six-time weekly series via WHN, N. Y., March 28. Show to be heard Mon. through Fri. 1:15-1:30, will feature "Happy" Irving Kaufman, ("Lazy Dan".)

First in local accounts in Chicago
WGES
(*In the heart of Chicago*)

COMING and GOING

EDWARD W. WOOD, Jr., WGN sales manager, is in town.

THOMAS CHADBOURNE, of Chadbourne, Wallace, Parke & Whiteside, arrives back in New York today aboard the Rex.

SAMUEL GOLDWYN and MRS. GOLDWYN sail on the Queen Mary today. HASSARD SHORT also sails on the same boat.

JOHN HEINMULLER, president of the Longines-Wittnauer Watch Co., and family sail on the Manhattan today for a European vacation.

CHARLES MICHELSON, Eastern rep. for Earnshaw and Speedy-Q arrives March 28 in Hollywood from New York on a 10-day business trip.

DALE TAYLOR, WESG Manager and MRS. TAYLOR have returned from their motor trip to Florida.

EDDIE CANTOR and MRS. CANTOR are back in New York.

TONY WONS leaves for Chicago this weekend following the conclusion of his Vick's series.

AL GOODMAN returns to New York tomorrow following his last Hollywood Parade airing tonight.

OSCAR BRADLEY will board a plane following the Phil Baker broadcast Sunday and return to New York for the balance of the series. Rest of cast follows by train.

JAMES L. SAPHIER, due in town on March 28, from Hollywood on a two-week trip.

BEN SWEETLAND is here from California, on business.

MAJOR PAUL R. YOUNTS and CHARLES CRUTCHFIELD in New York for a few days working on radio set-up for National Airmail Week.

WFIL Order Cuts Off "Excited Announcer"

(*Continued from Page 1*)

in this order as the station's news bureau has carte blanche to disrupt program schedule with news bulletins at their discretion. Since last Wednesday the news bureau has aired 91 bulletins, exclusive of a regular schedule of 8 daily newscasts.

NAB Rep. At AFA Meeting

Advertising Federation of America annual convention to be held in Detroit, June 12 to 16, will feature an advertising exposition with the following departmental meetings now being organized: National Association of Broadcasters; national advertisers; club activities; direct mail advertising; and others.



CBS "LISTENING AREAS" OF STATIONS IS READY

The fourth CBS study of its evening "listening areas" by individual stations is off the press. Study is being printed in two volumes, "day" and "evening." Daytime report will be sent out early next month.

First volume contains 239 pages, is 9 x 12 inches in size, bound with a cloth cover. Complete set will run over 400 pages. In addition to showing the minimum listener coverage, survey for the first time shows the scope of CBS dealer influence per station.

Vital market data such as the total population, total families, number of radio families, automobiles, telephones, retail sales, etc. is furnished for each station's primary and also its secondary coverage.

Report states that 91 per cent of all the U. S. radio families live in the CBS evening primary area, the remaining 9 per cent are in the secondary area. Another map shows that 92 per cent of the U. S. retail business is done in the CBS primary area with the rest transacted in the secondary. Same map also shows where dealers listen to the network, based on data furnished by the dealers themselves.

Complete text of book answers every question that could be asked about how the book was compiled, etc.

Book is an excellent piece of research of value to whoever is interested in the CBS coverage story. CBS sales promotion deserves a bow for the splendid maps and production work which presents the information in readable style. One can readily understand why the book has been "in the works" since early last spring.

Rush of Spot Selling by WINS' Sales Manager

(*Continued from Page* 1)

weekly; Sun Taxi Independent Owners Assn., 6 spots daily; Schainuck Clothes, 12 fifteen-minute news periods weekly; Antonia Beauty Parlors and Girard Supply Co., 6 five-minute spots weekly on the Allen Courtney programs.

Guests for "Aunt Jenny"

Guest stars are being lined up by Ruthrauff & Ryan for appearance on Spry's Aunt Jenny script show. Emily Post was recently guested and plans are in the works for a Martha Deane appearance. Guests, however, will not be limited to strictly household or etiquette names, as agency is signing film stars for one-shot appearances on the Columbia morning show.

Dippy Riddles AND Dippy Duds!
New hilarious material to pep up your MAN ON THE STREET PROGRAM
Write us for information
RADIAD SERVICE
612 N. Michigan Ave. Chicago, Ill.

☆ PROMOTION ☆

For Food Handlers

"I've heard it advertised on WBAL" is the lead sentence of a brochure intended for the Baltimore territory grocery trade. The release is intended to inform food dealers of the national and local food manufacturers whose products are advertised on WBAL. The brochure also seeks to acquaint grocers with the programs of such manufacturers, and grocers are urged to "display these products prominently—take full advantage of the splendid programs sponsored by the manufacturers."

An Auspicious Start

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

Successful Tournaments

Approximately $1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distance as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants—and only 300 the first year! Entry fees of $2.10 for men and $1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of $3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attendance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

Audience Building

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

RADIO VALET SCHEDULES PROGRAMS FOR ALL DAY

(*Continued from Page* 1)

remotely controlled keyboard providing for tuning in 13 stations and a phonograph. If the schedule is interrupted the clock will revert to the prearranged listening order at the end of the interrupted period. Using a morning paper, a servant can arrange the entire listening schedule for 24 hours in about 10 minutes. Scott claims new set which he calls the Telematic ends the curse of missing programs one wanted particularly to hear.

There is an item about the new clock that will interest spot advertisers (and adversely). A cam arrangement provides a five-second period of silence at station break time while the shift is made from one channel to another.

Wilson & Co. Expanding

Chicago—Wilson & Co. is expanding its radio activities for Tendermade hams into Kansas City and probably several other markets. Packing concern, which has been successful locally on WGN with an interview program, the "Woman in the Store", featuring Norman Ross, will launch similar test on KMBC, Kansas City, April 4. U. S. Advertising agency has the account.

If You Lived in *Jackson*

WIBM
the only station in Jackson
Primary pop.—145,586
Radio families (primary)—32,918
Annual Retail Sales (Jackson only) $13,882,000

.... where there's only one Radio station in the city... chances are you'd listen to that station (WIBM) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times ... add WXYZ (key station) Detroit ... and you have, figuratively speaking, an advertiser's paradise



MICHIGAN RADIO NETWORK
WXYZ KEY STATION
DETROIT MICHIGAN
The Paul H. Raymer Co., Representative



LEVER BROTHERS have contracted for a series of tri-weekly announcements for Spry on KFI for a period of one year. Business was placed by Ruthrauff and Ryan.

Thomas Conrad Sawyer's commentary broadcasts have been renewed on KNX for a 39-weeks' period, running through to December 23, 1938, for Manhattan Soap Sales Co. Program also takes a shift in time from Fridays at 1:30-1:45 p.m. to a twice-weekly schedule on Tuesdays and Thursdays at the same hour, starting April 12.

Ruby Lloyd, organist, will be featured in a Tuesday-Thursday-Friday program at 10:45 a.m. over KEHE.

"Hollywood Showcase," CBS coast-to-coast sustainer switches from Thursday airing to Sunday nights at 7:30 to 8, effective April 3.

Ben Pollack will pick up the baton from Jimmy Grier on the Joe Penner show April 13. Pollack, who was one of the pioneers of "swing," now is swinging to the "sweet" side with his instrumentation and arrangements, reports have it. Paula Gale, vocalist with Pollack, has not been signed as yet, and another singer may get the spot. Rockwell-O'Keefe handled the deal.

James Stephenson, British actor, and Gale Page, Chicago radioite who recently migrated West, will play the lead roles in the tab radio version of "I Found Stella Parish," on Warners' "Academy of the Air," Wednesday, March 23, over KFWB. The show repeats on wax in various key cities of the country for the Gruen Watch Co., with Warner-First National exchange managers and picture exhibitors capitalizing on the broadcast plugs for Warner pictures through synchronized release of films and disks.

Ben Bernie and the lads open the summer season at Catalina Island, to be followed by Dick Jergens and Ted Weems under deals already signed for the Wrigley Island resort.

The "Doctor Dollar" transcriptions, formerly heard over KNX on Fridays at 9:15-9:30 p.m., have been switched to Thursday nights at 9:45 to 10.

RECOMMENDED RECORDINGS
FROM
"COLLEGE SWING"

HORACE HEIDT ...
LARRY CLINTON ..
JIMMY DORSEY ... } "I Fall in Love With You Every Day."
ABE LYMAN ....
GEORGE HALL ... } "Howdj'a Like to Love Me."

MAXINE SULLIVAN.
DICK STABILE ....
TERRY WILSON ... } "Moments Like This."

FAMOUS MUSIC CORP.
1619 Broadway, N. Y. C.



● ● ● **Personal Postcards To:—Radie Harris: We listened to your interview with Bobby Breen via MBS last week and we wish to inform you that yours was the most intelligent cross-examining ever aired.... Unlike other interrogators you permitted Bobby to carry the burden of wordage—and this made the thing all the more interesting—because we heard Bobby speak normally—instead of one or two word replies usually assigned the kid star....Our regret lies in the thought that possibly Sol Lesser, Breen's flicker boss, may not have been listening—or Eddie Cantor. They would've learned that Bobby can be sweet and boyish without a Little Lord Fauntleroy make-up....The topper for this show of yours, Radie, was when the kid sang "Let's Sing Again" without a piano or other musical accompaniment—and he didn't even get an "intro" from a musical instrument!....Ozzie Nelson: Shirley Lloyd, who took Harriet Hilliard's spot with your band, opens tomorrow nite at the Famous Door—singing with Louis Prima's crew....Harry Richman: Dorothy Darrell, the girl who went all the way to London to see you, is now studying music under Claude Austin.**

● ● ● *Tom Mix: Spielers Len Finger and Spencer Allen of KTAT, Ft. Worth, Texas, almost took an involuntary steer ride at the Southwestern Fat Stock Show and Rodeo in Ft. Worth last week....KTAT's booth is located right over one of the chutes. One of the wild Brama bulls used for the steer riding contest reared up on his hind legs and got about half-way into the booth before the cowboys managed to drag Mr. Bull back into the arena....Both announcers took refuge behind the OP4 and continued their moaning word picture from there.*

● ● ● **Don Ameche: Your co-worker, Nelson Eddy, now on concert tour, made an appearance Sat. nite up in Westchester—and his pants fell down on stage—trying to reach for a high note!....Sammy Kaye: Your press agent, Irving Fields, will be married next month to a model, Sylvia Fields—he won't have to buy her new monogrammed kerchiefs....Barry Wood: In listening to your show last Wed. nite, doing "On the Sentimental Side" and "My Heart Is Taking Lessons"—which songs we reviewed the next day on Bing Crosby platters—your vocalizing was a wee bit better! Since hearing your first show last spring for Drene—you've improved a 1000 per cent. Wonder why Bill Lewis at CBS doesn't team you with Doris Rhodes on a late evening variety sustaining series. It would be very commercial—teaming the network's leading female and male singers!....Lee Sims: While you concentrate on your composing, your wife and teammate, Ilomay Bailey, is slated to solo-it via a network build-up....Harry (Columbia Pictures) Cohn: As owner of the screen rights to "Golden Boy" you're searching for a newcomer to play the lead. This may be of some help—MGM was originally slated to do the picture and were testing Del Casino, radio singer, for the part—which calls for an Italian boy who turns from a musical career to a pugilistic one. Well, that's Casino's career backwards. Before radio, Del was known in the squared-ring as "Canvasback Casino"!**

● ● ● *A. L. Alexander: Wish you'd set a definite time to arrive at our office. Last week the elevator service in our building (which houses your offices too) was delayed because a young lady asked every elevator when you'd arrive—because she wanted your auto graph!....Beatrice Fairfax and FCCommissioner McNinch: Eric Palmer, member of WQXR's engineering staff, and noted radio amateur, married Lillian Kaprat last week....Palmer, who operates W2GRB in Brooklyn, N. Y,. met Miss Kaprat through his amateur station, as a result of conversations over the airwaves with her brother, Robert, another radio amateur.*



GLENN SNYDER, manager of WLS and president of the Chicago Broadcasters Association, has gone to Phoenix, Ariz., where he will spend a fortnight vacationing and looking in on KOY, sister station of WLS.

George Biggar, promotional director of WLS, has gone to St. Louis on business.

Bernie Milligan of Earle Ferris west coast office who was here consulting with Kay Kyser on Lucky Strike show publicity planed to New York after being grounded here several days because of bad weather.

Gannon Kearins trying to interest agencies in a show which would feature pickups from famous and unusual American homes—Mount Vernon, Death Valley Scotty's Desert retreat, Commander E. F. McDonald's Yacht Mizpah, et cet.

Prof. T. V. Smith of the University of Chicago who appears regularly on the University of Chicago Round Table over NBC and who is a State senator, is a candidate on the democratic ticket for Congressmen-at-Large from Illinois.

S. K. Ratcliffe, commentator for BBC and correspondent for the London Spectator will be on the air over NBC from Chicago tonight.

Wrigley promotion department releasing a blurb which states that Double Everything, which folds this weekend, had "what the sponsor considers a very successful run" and that "audience response and size was much higher than for numerous shows which have been on the air for years."

Mrs. Byrd Arnold Smith has launched a Dale Carnegie type of broadcast on WAAF at 5:30 on Sunday afternoons.

Dr. Morris Fishbein, editor of the Journal of Medical Society, guest speaker on Montparnasse show Saturday discussing "Quacks, Fads and Fakers."

LISTEN TONITE TO
DORIS RHODES
6:05 P.M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.

Catch the ★★★
ANDREWS SISTERS
on the Wrigley Program
"Bei" Gum
They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS

NEW BUSINESS
Signed by Stations

WBZ-WBZA, Boston: Hathaway Bakeries, Cambridge, Mass., daytime announcements, through W. E. Long Co., Chicago.

Carter Medicine Co., New York, weather reports, through Street & Finney, N. Y.

Doyle Packing Co., New York, 78 15-minute periods on Musical Clock, direct.

Webster Thomas Co., Boston, "Mac and Moore" daily except Sunday for 52 weeks, through Chambers & Wiswell, Boston.

Joseph Breck & Sons Corp., Boston, announcements, through Peel, Denton, Palmer, Inc., Boston.

Rival Packing Co., Chicago, 13 15-minute periods, through Charles Silver & Co., Chicago.

Ford Motor Co., Detroit, 21 announcements, through McCann-Erickson, Inc., N. Y.

Boston Flower Show, Boston, eight 15-minute spots, through John W. Queen, Boston.

Gordon Manufacturing Co., Framingham, Mass., announcements, through Franklin Advertising Service, Boston.

Boston Molasses Co., Boston, 24 15-minute periods, through Franklin P. Shumway, Boston.

Gruen Watch Co., Cinn., 13 half-hour periods, through McCann-Erickson, Inc.

Bayuk Cigars, Inc., announcements, through McKee, Albright & Ivey, Inc.

Air Conditioning Training Corp., Youngstown, O., nine 15-minute periods, through National Classified Advertising Agency.

Mutual Savings Bank Association of Massachusetts, Boston, 156 announcements, through B. B. D. & O., Boston.

KNX, Los Angeles: Manhattan Soap Sales Corp., 15-minute program renewal, through Milton Weinberg Advertising Co.; Lewis and Aylesbury (canned foods), Sunrise Salute and Housewives' Protective League participation programs; Olson Rug Co., Sunrise Salute and Housewives' participation programs; Vernon Nussbaum Co. (Venus dried fruits), Sunrise Salute participation program, through Glasser Advertising Agency.

WHN, New York: Madison Personal Loan Co., 15-minute program, through Klinger Advertising Agency.

WOKO, Albany: Breslaw Brothers (furniture), swing music programs.

WABY, Albany: Orange Motor Co. Musical Clock program renewal.

KCMO, Kansas City: McKesson-Robbins (Pursang Tonic), announcements.

KXBY, Kansas City: Bordens' Gobbles Pop Corn Co., announcements.

WGN, Chicago: Richman Brothers (clothing stores), time signals, through McCann-Erickson; Maurice Rothschild (clothier), time signals, through Dade B. Epstein Advertising Agency.

WMAQ, Chicago: Axton Fisher Tobacco Co., ETs, through McCann-Erickson; Central Democratic Committee of Cook County (political). 15-minute program, through M. M. Fisher Associates.

WENR, Chicago: Central Democratic Committee of Cook County (political), 15-minute program, through M. M. Fisher Associates.

Dr. Pepper to Norfolk

Dallas—Dr. Pepper beverage concern which has Sunday afternoon session on Dixie network, is launching 15 minute Dr. Pepper Pep session on WTAR, Norfolk, Va., a transcription program, April 3. Tracy-Locke-Dawson has the account.

ALAN COURTNEY
WINS PLAUDITS
FOR HIS
"GLOOMCHASERS"
WINS
Sun. to Fri. 11:30 a.m. to 12:30 p.m.

ORCHESTRAS-MUSIC

By TED LLOYD

STATIONS AIRING RECORDINGS in Philadelphia who thought that all their troubles were over when RCA-Victor gave them written permission to play their recordings—and also signed with NAPA—find things are not as rosy as it appeared!....Trouble now seems to center about the purchase of records, which they find almost impossible from Victor's exclusive distributor in that area....Purchases, of course, can be made from retailers and other sources but the wholesale market is closed to them—necessitating buying them at retail—if they are to continue playing disks at all!.... On this basis Victor's permission to play recordings can only be interpreted as permission to use those records which they already have—and freezing them out of the idea of recorded music!.....Herbert Speiser, counsel for the NAPA associated with Maurice Speiser, NAPA's general counsel, believes that the recording companies are only hurting themselves in this stand but thinks that they are probably awaiting results of various litigations before going further!

Because of the havoc which broke lose in the music industry the past week-end, what with so many discharges and so forth, this reporter assumed the duty of questioning various big publishing firms to learn if any of them planned cutting down their staffs in the immediate future. ....Also, motivated by the fear that has grown into the hearts of various employees, who don't know when the ax will fall on their heads, this, we hope will serve the employers who will be able to get the best out of their men due to clear minds:

Circle Music, publishers of Raymond Scott's compositions, have added to their staff and no one will be discharged....Harry Link, speaking for Irving Berlin, Inc., one of the largest publishing houses, stated that everything is in fine condition and cuts will not be made....Jonie Taps, general manager for Shapiro, Bernstein & Co., stated though business wasn't up to snuff at the moment, things would eventually pick up and he wouldn't add to the unemployment situation. Pennies will be sliced from expenses—but not from men's salaries!.....Chappell, Crawford and Marlo Music companies, both of them Max Dreyfuss firms, may make a few switches in personnel—but no let outs, it was disclosed.

Johnny Green, victim of the economy wave at Select Music last week, and his brother Mac, a like victim at Warners, decided to go into the publishing business themselves and see if things are really tough..... Within two hours of their respective discharges, Johnny and Mac formed the Green Music Co., with offices to be located at 1619 Broadway—and got themselves a writer, Buddy Green—another brother. Buddy wrote "Once in a While", "More Than Ever", etc., the last year. With Sammy Stept, Buddy turned off a tune called "Ten Little Miles From Town" to his blood-relations as their initial tune. Russ Morgan introduces the song on his CBS Phillip Morris show Sat. nite.

Abe Lyman leaves the Casa Manana within two weeks....Is Red Norvo leaving the Commodore?.....Teddy Lang, who originated the Alabama Five in the days of Dixieland music, is making a bid for major music consideration again with his Club Cavalier orchestra which auditions next week for a summer substitute show on the networks. Lang is an ace drummer.

It's Fitzpatrick's Story

Detroit—Leo Fitzpatrick, vice-president and general manager of WJR, yesterday reported that 85 per cent of the mail and telegrams he had received as a result of the CBS "Swing vs. Sentiment" program objected to swing music and were in favor of the "songs our mothers used to sing."

Enlarges Capital News Staff

Washington Bureau, RADIO DAILY

Washington, D. C.—Transradio Press Service has enlarged its local staff following its recent move to larger quarters. Additional teletype facilities have also been added to take care of the national news. Frederick M. Harmon, who was an editor in Transradio's New York office till recently, is now bureau manager of the Washington branch. He has also taken over the post of southern news manager and supervises news coverage in Virginia, West Virginia, North Carolina, Georgia and Florida.

WHK Covers $700,000 Fire

Cleveland—WHK-WCLE broadcast the $700,000 City of Buffalo steamship fire and despite bulletins requesting Clevelanders to stay away, the city experienced its greatest lake-front traffic jam. Carl Mark described the fire from the adjoining steamship Seeandbee shortly after the blaze got under way.

EXCITING NEW PATENTED
PREMIUM
Available to National Radio Sponsor
ROY POST, *Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEAF, 7:30 P.M.; author of game "Jury Box" . . . now offers for premium use*
UNIQUE NEW PATENTED
Picture Mystery Card Game
A fascinating new $1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.

GUEST-ING

EUGENE LIST, pianist, on American Banks program, Monday. (NBC-Blue, 9 p.m.)

DR. E. M. GREEN, Pennsylvania state botanist, on Farm and Home hour, March 30 (WIBG, 11:30 a.m.)

FELIX KNIGHT, vocalist, on Schaefer Beer program, March 24 (NBC-Red, 7:30 p.m.)

STEPHEN T. GOERL, manager of Hungarian State Tourist Department, on Travel Talk, March 26 (WNEW, 5:00 p.m.)

ELLEN ROSE DICKEY, on Hobby Lobby program, today (CBS, 7:15 p.m.)

LOUIS PRIMA and His Orchestra and ADRIAN ROLLINI and His Vocal Trio, on Martin Block's Sunday Swing Concert, March 27 (WNEW, 11:00 a.m.)

ROBERT MONTGOMERY, LEWIS STONE, MICKEY ROONEY, CECILIA and ANN RUTHERFORD on Good News of 1938 tomorrow (NBC, Red, 9 p.m.)

ANNE SHIRLEY, opposite Tyrone Power on Hollywood Playhouse March 27 (NBC, Blue, 9 p.m.)

MODERNAIRES QUARTET, ADRIAN ROLLINI TRIO and WALTER GROSS on the Saturday Night Swing Club, Mar. 26 (CBS, 7:30 p.m.).

MILDRED BAILEY and BUNNY BERIGAN on the Paul Whiteman program April 1 (CBS, 8:30 p.m.).

ROBERT CARRON soloist on the "Hit Parade" April 2 (CBS, 10 p.m.).

FOSTER BAILEY, co-editor of World Observer and co-ordinator of the Units of Service, interviewed by the Observer of Good Will, March 24 (WNYC, 5:45 p.m.).

NED SPARKS, on Al Jolson show, March 29 (CBS, 8:30 p.m.).

MORTON BOWE, tenor, on Al Pearce and his Gang program, March 29 (CBS, 9:00 p.m.).

HELEN FERRIS, editor, on American School of the Air, March 29 (CBS, 2:30 p.m.).

DR. CONDIT W. CUTLER, JR., on Highways to Health program, March 29 (CBS, 4:00 p.m.).



PROGRAM REVIEWS

MAGIC MELODIES
Harvey Whipple, Inc.
WJZ, Tues., 7:45-8 p.m.
Willard G. Myers, Inc.

INITIAL PROGRAM PLEASES EXCEPT FOR LONG COMMERCIAL ANNOUNCEMENTS.

The first of a new series made its debut last night with Dorothy Dreslin, excellent coloratura soprano and George Griffen doing a fine job of vocalizing to the accompaniment of an organ, harp and vibraphone. Miss Dreslin, in her solo, "Lover", was in good voice while Griffen selected as his number, "One Song". Both singers offered "Ten Pretty Girls" and "Here In My Arms" as duets.

While the musical end of the program was very satisfying to listeners, an extra long commercial plug injected at the half-way mark plus an added spiel at the finish, proved to be boring insofar as the program is only a quarter-hour. However, that complaint may be placed in the fact this was the first airing.

Their Greatest Story

One of the most interesting dramatic series on the air, this WPA feature also has originality insofar as its main theme is concerned. Taking well-known authors as a base, series presents a dramatization of their best writings. Sunday's offering was a dramatization of a story in Esquire, "Christ in Concrete," written by Pietro di Donato and concerned an Italian workman who finally met his doom in the collapse of the building he was working on. Play was well produced and acted, and had all the elements of realism needed to make it convincing. Lawrence Bearson handled the radio adaptation while the cast numbered 22. Program moves into the 5:30-6 p.m. spot on Mutual beginning next Sunday.

Line Forms on the Right

Oakland — Upon his return from Wash., D. C., William Gleeson, ex-KYA manager, envisioned a fourth national web of 200 secondary stations in operation by Sept. 1. Unwilling to reveal name or sponsors, Gleeson said "money was in the bank" and that the "go ahead" sign had been given him. Said "many independent stations have gladly assented to coalition" and that "high government officials as well as FCC members have indicated they were amenable to idea."



Greetings from Radio Daily
March 23rd
Arnold Johnson

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

G. W. JOHNSTONE

COMPLETING 15 years in radio broadcasting today, G. W. (Johnny) Johnstone is currently one of the important "back-stage" executives at WOR-Mutual aiding in the development which has marked that station's and network's progress in the past three years. His title—director of public relations—covers a multitude of chores. His responsibilities include the supervision of all regular and "spot" news broadcasts, special features, timely talks, publicity and press contact.



15 Years in Radio

Born in Plainfield, N. J. in 1900, Johnstone's early education, training and hobbies moulded a perfect combination for radio broadcasting. He was "brought up" on the Perth Amboy Evening News, a daily.

As a youth, he had two hobbies—radio telegraphy and music. He held his first amateur wireless operator's license while in his teens. In the World War, Johnstone was among the first batch of instructors assigned to the Harvard-U. S. Naval Radio School. At the end of the war he was on the U.S.S. Washington as one of President Wilson's radio operators.

In the early part of 1923 he was following the experimental broadcasts of WEAF, then under AT&T at 24 Walker Street. Upon formal application, he learned that the station had already engaged a one-man publicity department, that musicians were aplenty (for practically nothing in those days, he says) and that the only opening was in the station's engineering department as a control man. On March 23, 1923 he took this job—with the understanding that he was to have the first opportunity to join the publicity department when it expanded. He waited a year for that opportunity. His first publicity assignment was to publicize and assist Graham McNamee in that famous "24 Votes for Underwood!" convention of the Democrats in New York's old Madison Square Garden in July of 1924. In the latter part of that year, Edgar H. Felix, then head of the WEAF publicity department, resigned and Johnstone was given his post.

In 1926, when the National Broadcasting Company was organized, the late George F. McClelland, then its newly appointed vice-president and general manager, assigned Johnstone to the post of director of press relations. One of his first duties was to start the mimeographs rolling and advise press contacts of the newly appointed president of NBC, M. H. Aylesworth. As the company grew Johnstone's press activities and public relations contacts grew and in 1931 he was rewarded with the choice assignment of assistant to Aylesworth.

Shortly before Mutual was organized Johnstone was invited to come to WOR. With a five-man department he has, in the past three years, coordinated news broadcasts, special features, timely talks and publicity in a way that has focused the attention of the industry and the listening public to WOR and the Mutual Broadcasting System.

Johnstone is married, has two children, Suzanne, 10, and George W, Jr., 6, and has a home in Great Neck, L. I.

Frank Parker Is Signed for Campbell Soup Show

Frank Parker has been signed by Campbell Soup Co. for the Hollywood Hotel programs effective April 1. Parker, who signed his contract yesterday with Ward Wheelock Co., agency handling the show, has been set for a three-year period. He will succeed Jerry Cooper who fades from the program following the March 25 broadcast. Program is heard over CBS network weekly.

Righter Joins WOR Sales

Volney S. Righter, formerly contact man for Young & Rubicam agency, has joined the sales staff of WOR. He was also formerly vice-president of Outdoor Service, Inc., and with Erwin, Wasey.

NBC Assigns New Director Of Its Children's Programs

Paul Wing has been relieved of his duties as NBC director of children's programs to devote full time to the spelling bees. Margaret Cuthbert, director of women's programs for the net will take over Wing's former contact work among Parent-Teacher societies and Lewis Titterton, director of the script division, will assume the editorial duties.

CBS Promotes Page Boy

Jerry Foley, CBS page on the executive floor, has been promoted to the press department. He succeeds Dick Schroder who has resigned because of ill health. Promotion is in line with the established policy of moving pages up as soon as openings occur.

NEW PATENTS

Radio and Television

Compiled by
John B. Brady, Attorney
Washington, D. C.

2,110,852—Radio Direction Finder. Edward D. Blodgett, Haddonfield, N. J., assignor to RCA.

2,110,911—Electron Tube. Max Knoll and Ernst Sommerfeld, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,002—Electric Discharge Tube or the Like. George D. O'Neill, Beverly, Mass., assignor to Hygrade Sylvania Corp.

2,111,013—Resistance Welding Current Control. Edwin H. Vedder, Swissdale, Pa., assignor to Westingthouse Electric & Mfg. Co.

2,111,066—Photoelectric Tube. Paul Gorlich and Rolf Gorisch, Dresden, and Werner Pistor, Dresden-Loschwitz, Germany, assignors to Zeiss Ikon Aktiengesellschaft.

2,111,086—Oscillation Generator. Donald Basim, Washington, D. C., assignor, by mesne assignments, to Bendix Radio Corp.

2,111,090—Automobile Radio Aerial. Lester M. Davis, Tacoma, Wash.

2,111,142—Rectifier Seal. Arthur Gaudenzi, Baden, Switzerland, assignor to Aktiengesellschaft Brown Boveri & Cie.

2,111,231—Recording Device. Manfred von Ardenne, Berlin-Litchtenfelde-Ost, Germany, assignor to Radio Patents Corp.

2,111,256—Electron Discharge Tube. Robert Warnecke, Paris, France, assignor to Compagnie Generale de Telegraphie Sans Fil.

2,111,263—Magnetron. Karl Fritz, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,373—Permeability Tuned Device. William A. Schaper, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,111,381—Radio Receiver Apparatus. Loy E. Barton, Collingswood, N. J., assignor to RCA.

2,111,386—Electrical Circuit Control Device. Ewald Buchmann and Ernst Hobbie, Berlin, Germany, assignors to Siemens-Halske Aktienegesellschaft.

2,111,396—Ultrashort Wave Circuit. Hans E. Hollman, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphia m.b.H.

2,111,397—High Frequency Amplifier. Ralph S. Holmes, Haddonfield, N. J., assignor to RCA.

2,111,398—Antenna Device. Hermann Kippenberg, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,483—Electric Coupling System. Carl E. Trube, Maplewood, N. J., assignor to Hazeltine Corp.

2,111,490 — Intermediate-Frequency Coupling Unit. Frederick N. Jacob, Chicago, Ill., assignor to Johnson Laboratories, Inc.

2,111,506—Cathode Structure. Donald V. Edwards, Montclair, and Earl K. Smith, East Orange, N. J., assignors to Electrons, Inc.

Zenith Profit $1,418,978

Chicago — Zenith Radio Corp. reported an operating profit for first nine months of its fiscal year (Jan. 31) of $1,418,978 after depreciation, excise taxes and reserves, but before provision for Federal income, excess profits or undistributed profits' taxes.

Because of recession last fall production was greatly curtailed as were operating expenses. Because of steady volume of business, distributors stocks as well as Zenith Corp.'s are expected to be reduced to minimum by the time the new line is announced in May.

Introduction of the new Radio Nurse, home communication device, which is creating unusual public interest, and new line of automatic tuning auto radios expected to keep spring and summer business up and provide means of levelling out the peaks and valleys of employment which plague the radio manufacturing business.

Hugh Robertson, vice-president and treasurer, made the statement in the absence of E. F. McDonald Jr., who is still in Caribbean waters on his yacht, Mizpah.

PHILADELPHIA

Joe Franzosa and band take on another assignment on WPEN, and are now being heard in the "Little Symphony" program.

Two stars have been added to the staff at WCAU, Kitty Kallen, vocalist and the Three Knickerbockers, a vocal trio.

The KYW Camera Club, under the direction of Jim Harvey, has passed its membership mark of 300 and is putting into effect a new policy, that of guest speakers.

Jack Steck, WFIL's genial mike man is back at the entertainment harness, as emcee at the newly opened Hollywood Cafe.

Molly Packer recently heard on WDAS foreign program shifts to the WDAS ensemble.

George Hogan is back before the WCAU mike after being out ill for some time.

Carlotta Dale and Gulliver go network over NBC-Red via KYW with the "Music for Moderns" show.

Tommy Smith, WPEN program director and Clay Boland are working on the music for the U of P's Mask and Wig show.

Joe Fransetto, maestro of the band at the Hotel Adelphia, is cutting a series of records of the band at WDAS.

Ben Greenblatt and his Piano Ramblings have shifted to a new time on KYW, after being off the air for some time.

Norman Benson is now being heard over WFIL and the Mutual network in the program "Thursday at Three".

Cyrus Beck has written the script for the latest dramatic series heard over WIP called "The Trailer Family".

Stanley Templeton is now being heard on the "Twilight Melodies" program over WPEN.

James Tisdale of the WIP engineering staff, is enjoying a Florida vacation and is due back in April.

Marie and Burton Piersol formerly of the Phil. Grand Opera are now being heard with the WDAS ensemble.

Barbara Thorne will be featured in two of the WCAU Golden Music programs as soloist and will take over the Jean Shaw spot on Fridays.

Edythe Rodaye and Jane King are now being heard in their show over WHAT and KYW.

Clare Alosi is now being aired over WFIL and WPEN.

B. S. Mass who as "Doctor Socrates" conducts the "Ad-Lib" program over WIP weekly is a local high school history prof.

Dorothy Smith of the WFIL secretarial staff is winter vacationing in her native Alabama.

Flo Donato celebrates his first anniversary as director of Italian programs for WDAS.

LOUISVILLE

Bill Bond, WAVE announcer, sang leading tenor part in an oratorio performance at a local church.

Louisville's junior and senior high schools are presenting weekly radio programs in the interests of health, under auspices of the City Health Department each Saturday until June over WAVE.

NEW PROGRAMS—IDEAS

"Inquiring Reporter" Slant

A new slant on the "inquiring reporter" idea takes John Rainbolt, KLZ special events man, to Denver's large indoor public market every week-day morning for a series of interviews with merchants and shoppers.

Listener interest is supplied during the interviews with shoppers, with the commercials slipped in unobtrusively as Rainbolt buttonholes the various shopkeepers.

The show, remoted from the market is sponsored on a cooperative basis by the many merchants housed in the large market building.

Young Reporters' Club

WIP, Philadelphia has started a new series of programs, known as the "Young News Reporters Club," under the direction of news-commentator Charles Benford. Show, which is designed to meet the juvenile audience between the ages of eight and sixteen, requires listeners to send in news stories of about 100 to 500 words on any topic and in any style in order to obtain membership. The best stories receive a cash prize and are aired by their respective authors under the guidance of Benford.

School Stuff

New to the WIP list of shows is the "High School Reporter," program, heard Mon., Wed. and Fri. from 4:45 to 5:00 p.m. This program, a resume of extra-curricular activities at Philadelphia and suburban high schools, includes such phases of school activities as sports, dramatics, socials and journalistic doings. Announced by Bud Sparks, teacher, it presents students who are outstanding in their respective activities.

Child Safety Programs

KDKA is sponsoring a new sustaining series of weekly programs under the direction of announcer Bill Sutherland which brings attention to the work done in the city's child safety campaign. The first in the series, which is called the Junior Patrol, will be heard on Friday, March 25, at 5:15 p.m. and will bring to the mike Dr. Ben Graham, Superintendent of Pittsburgh Public Schools and Father Paul E. Campbell, Superintendent of Parish Schools. Programs aim at giving additional incentive to safety patrols operating in the schools. Sutherland is well known to thousands of youngsters as "Cousin Bill" of the Kiddies Club and Junior Broadcaster shows heard during other days of the week at the same hour.

Swing vs. Swing

A local swing band shares the spot light with recorded swing tunes on "Swinging the Blues," a new half-hour show heard from WESG on Friday evenings. Appropriate patter is supplied by Announcer Woody Ott.

Revive "Eyeopeners"

"Eyeopeners" is the title of a new early morning musical program heard daily, except Sun., over KXYZ, Houston, at 7:15. Aired for the express purpose of lightening cares of the day with fun, frivolity and musical interpretations, it features a group of seasoned entertainers who have been heard many times on their own programs over the station. Show gives frequent time service and is a revival of a program heard over KXYZ several years ago at which time over 8,000 people enrolled in the series in less than six weeks.

Chevvy Dropping Policy Of Using Guest Artists

New Chevrolet series, which begins April 15, over 365 station via disks, will drop the guest star policy which has been a steady feature and will use James Melton as permanent vocalist. Station list has been increased by five stations over previous series. Victor Arden's orchestra, Graham McNamee and Songsmiths quartet remain on shows. Campbell-Ewald, Detroit, is the agency.

Edythe Dixon Joins P.A.

Chicago — Edythe Dixon, publicity director for WLS and editor of Stand By, radio publication of the station, has resigned to join staff of Tom Fizdale, Inc., immediately. Miss Dixon, one time reporter on the Herald & Examiner, and later society editor of the Daily News, has done considerable free lance work in radio. Successor at WLS not yet named.

Live Talent for Yeast Account on Special Webs

WLW's airing of Ironized Yeast's "Good Will Hour," will be a live show starting April 24. Because of difficulties in clearing time, show had been heard on a broken schedule on various stations. WLW has been using disks of the second half of each preceding Sunday's program for Saturday evening broadcasts, but after April 24, the live show will be heard Sundays 10:30-11 p.m. Show is also heard on nine Intercity outlets Sundays, 10-11 p.m. and on Mutual 10-10:30 p.m. Ruthrauff & Ryan is the agency.

Cutting I. J. Fox Disks

I. J. Fox, through the Schillin Advertising Agency, has signed for a series of 12 five-minute transcribed sport talks over WHN, WAAT, WHOM, WINS and WMCA. Sid Walton will handle the commentary. Disks cut by Louis Tappe Productions at WOR.

SAN FRANCISCO

Due to uncertainty of Hearst's radio plans, KYA is unwilling to enter long-term contract with General Mills for daily baseball games for "Wheaties" so possibly KGO may get the plum. Herb Allen, KFRC announcer, will work the KROW mike for the Oakland ball club which will probably cause him to fade from KFRC's "Listen" show for Shasta Water because of time conflict.

Local DX-ers planning to hold first International Convention on "Treasure Island," exposition site, July of 1939. George C. Sholin, prez of "Treasure Island DX Council," reports letters from all over world. Sholin also gen. mgr. in Northern California for International DX-ers Alliance. Working with him is Charles Norton, prez of Universal DX club of S. F.

Jack Benny, Edgar Bergen and entire Chase and Sanborn show, Burns and Allen and several CBS shows will do shows in the radio hall on "Treasure Island" during the 1939 exposition, the board has been assured by agency men and web officials. Auditorium will seat several thousands and when any big show is aired, all fair ground speakers will blare it, nets have been promised.

Bank of America planning to return to air early in April with "House of Melody" which folded when Meredith Willson went to Hollywood. Cyrus Trobbe, ex-KYA musical director, set to lead 20-piece light concert ork. Bank has bought Willson's original theme and will use same format. Sunday night skeds on NBC and CBS are tight so sponsor may take Mutual, in which event Mel Ventor will get the coveted commentator spot.

Henry King's band leaves Fairmont Hotel April 2, for the east to be replaced by Nat Brandwynne. King will return in September for another six months.

Joe Sudy's Rio Del Mar Country Club band angling for N. Y. job. Auditioned by special telephone wire.

John B. Hughes, KFRC commentator, besides doing nightly news commentary on Mutual-Don Lee net, also broadcasts 10-minute news periods over KFRC six days a week at 8:30 a.m., 12 noon and 4:30 p.m. Three daily shows now also released over KFBK, Sacramento, and KMJ, Fresno, member stations of the McClatchy chain.

THE SONGBIRD OF THE SOUTH

★ ★ ★ ★

KATE SMITH

THE KATE SMITH HOUR

THURSDAYS

CBS NETWORK 8-9 P.M., E.S.T.

EXCL. MANAGEMENT TED COLLINS

Chi. AFRA Frowns Upon Central Casting Agency

(Continued from Page 1)

established central casting agency prior to the next membership meeting on March 27."

Central Radio Casting Agency was organized recently along lines similar to the Hollywood Central Casting agencies with headquarters in Mather Tower, Chicago.

Board's real objection is the collection of 10 per cent for a service which it feels AFRA in conjunction with directors, agencies and the stations can do just as well without cutting into the earnings of its members.

Ascap Postpones Meet; Also Annual Get-Together

Due to the serious illness of his son, Gene Buck, president of Ascap, the music publishers postponed their meeting which was slated for last nite. Meeting was due to the planned revival of the classification idea and abolishing the present "performance point system." Annual dinner of Ascap, set for tomorrow nite at the Ritz-Carlton, has also been postponed indefinitely.

WCFL's Model Kitchen

Chicago — WCFL has moved its Peekers in the Pantry (participating sponsorship program) to the Model Kitchen of the Peoples' Gas Company in the loop and increased the broadcasts to six half-hour periods a week from 10:30 to 11 a.m. daily. Phil Libby and Jane Malcolm handle the Peeker show which has an audience. Every Wednesday a cooking school is held in connection with broadcast. Bob Purcell conducts a Man in the Street broadcast in conjunction with the other program. Deane Milk Company has renewed participation in show. Other patrons are Doyle Packing Company (Strongheart Dog Food) and Ma Brown.

"True or False" Growing

"True or False" goes into the Mutual Playhouse on April 4. Response for studio tickets is so great, studio has become too small.

ONE MINUTE INTERVIEW

RUSSELL E. PIERCE

"The steady increase in broadcast advertising during the last ten years is due in no small measure to the greater skill on the part of advertisers in the technique of merchandising radio programs. Advertisers are constantly giving this subject more study and creative thought and find that its application has a practical result in increased sales. Yet, even the advanced methods are constantly being developed further and opportunities for greater improvement still remain."

☆ Coast-to-Coast ☆

HARRY GLICK, WHN's morning exercise man, celebrates his tenth year of continuous broadcasting this week. Glick first broke into radio via WGBS.

Stan Shaw, conductor of WNEW's Milkmen's Matinee, is currently doubling between his all-night radio show, the Flatbush Theater, and every Saturday night appears at the Acondra Country Club, New Jersey.

Paul Dargis, who has been commenting over WWSW on foreign news, has been named head of the station's foreign staff. His duties will consist mainly of translating and checking all continuity on foreign broadcasts.

Glenn Parker, former WIP announcer, has joined WHO, Des Moines in the same capacity.

Syd Leipzig, head of the recently organized WOV Artists Bureau announces that the registration of artists who are interested in appearing at clubs, theater and private functions will begin tomorrow at the WOV Building, 132 West 43rd Street in New York. The new bureau also handles the talent for WBIL.

Safety Flashes, which have been on WTAR's sustaining schedules for several years have been sold to Security Storage and Van Corp. Sponsor figures it is an ideal tie-in as the program plugs safety on the highway.

J. Roy McLennan, WSAL manager, took advantage of the theatrical appearance of Jolly Coburn's Orchestra and Joan Brooks at the Arcade Theater in Salisbury by airing two remotes from the theater . . . McLennan reports that the half-hour Sunday Amateur Show which is also heard from the Arcade is pulling 1000 votes a week. Winners of this program sponsored by Philadelphia Dairy Products Co. are given a 15-minute spot to themselves on Wednesday afternoons.

George A. Bolas, formerly of the Swift Co., has joined the NBC sales promotion department.

United Press service has been started by WLBC and replaces Transradio and International News Services formerly handled by the station. E. Pierre deMiller, news editor, has added several new local features to the department as well.

Ed Cunniff, newly assigned the job as Lincoln manager of the Central States Broadcasting Co., including KOIL, KFAB, and KFOR, has been started on his tour of duty by General Manager Don Searle. Under Cunniff will be Ray Schwartz, as head of the service department, and Paul Dodd, as office manager.

Dorthy Chaquette has joined the WHIP program department. She comes from the J. Walter Thompson Agency in Chicago and was formerly connected with KXBY in Kansas City, as program director.

KONO, San Antonio, has installed lines into the Municipal Auditorium of San Antonio to pick up the large pipe organ there, one of the largest instruments in the south. Ted Brown, Brunswick and Columbia recording artist, and staff organist of KONO is playing the broadcasts from the auditorium each afternoon. Visitors are allowed to watch the broadcast in the auditorium.

World's Fair Radio Plans Remain to Be Worked Out

Radio plans for the World's Fair are still in an indefinite stage it has been learned, however, the officials of both the exposition and the major radio chains and local New York stations are negotiating now to close deals whereby the previously announced plans to broadcast commercial programs from the Fair, can be put in the works. With RCA already set, it is believed that the next major deal will be closed with CBS. Only local station at present to commit itself is WNEW, who has already begun a weekly series direct from the grounds with Richard Brooks handling the broadcasts. Station has signed an agreement with the exposition to broadcast from the grounds until the termination of the exposition.

Two Additional Accounts Are Signed by CBS Sales

(Continued from Page 1)

through Fridays, 9:30-9:45 a.m., will start Joyce Jordan in "Girl Interne." Script show was on NBC earlier in the year. Brown & Tarcher, Inc. has the account.

The other four shows Household Finance, the Brewers' Richard Himber show, Loe Lowe Corp. (Popsicle) "Popeye" series and the Griffin All-Wite program with Hal Kemp have already been announced in RADIO DAILY.

MacBride Made Radio Editor

Sacramento—Kirt MacBride, assistant sports editor of the Sacramento Union and sports commentator over Miller station KROY, has been made radio editor of the Union. His successor in sports department, Bill Conlin, will take over weekly sports commentary.

Mobile Cereal Program by Quaker Oats on WBBM

(Continued from Page 1)

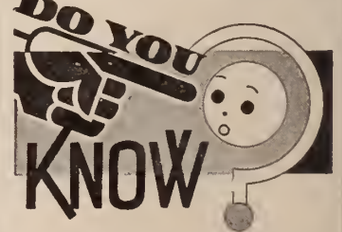
interview women in grocery stores via WBBM's mobile transcription studio. Show will be aired at 6:45 p.m. when most stores are closed. Similar program will be started in several Eastern markets. Benton and Bowles, Chicago, has the account.

Younts Further Reveals "Air Mail Week" Plans

Major Paul R. Younts, and Charles Crutchfield of WBT, National Chairman and Radio Director respectively, are now completing plans for the promotion and exploitation of National Airmail Week in what appears to be the largest single campaign of its kind ever undertaken. With radio set to be the most active medium of promotion, newspapers and motion pictures plus all educational bodies, cultural organizations and youth movements have been included in the widespread campaign.

It appears at present that in addition to the 748 radio stations which will participate, a majority of the leading commercials will be included in special tie-ups to promote the events. Radio stations throughout the U. S. and possessions are now working on promotional and special event hook-ups in an effort to be judged one of the winners of the plaques which will be awarded by FCC Chairman Frank R. McNinch.

Opening shot in the radio campaign is scheduled for March 31, in a special NBC airing with Major Younts and James Farley, postmaster general, scheduled to speak. Stations will be sent disk series and special program ideas within the next two weeks, and a form will also be included which the stations will resubmit to Major Younts. Forms will be turned over to a group of judges who will select winners of the plaques. All stations, regardless of affiliations, power or location, are eligible for the awards.



In order to carry on tests for the new CBS television transmitter a complete "electrical reproduction" of the top floors of the Chrysler Tower in New York City was constructed on a baseball field near the RCA manufacturing plant (located in Camden, N. J.).

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 58 NEW YORK, N. Y., THURSDAY, MARCH 24, 1938 FIVE CENTS

FCC May Probe in Fall

GENE FURGASON & CO. GETS NORTHWEST GROUP

Gene Furgason & Co., have been appointed exclusive national representatives for the Pacific Northwest Coverage Group, which includes KGIR, Butte, Montana; KPFA, Helena; KXL, Portland, Ore.; KRSC, Seattle and KFPY, Spokane. Appointment takes effect immediately. Gene Furgason, head of the station rep. organization and Ed Craney closed the deal in Chicago, with Furgason leaving for Butte, preparatory to making a tour of the new stations in the fold. He will head for New York after leaving the Northwest territory.

Sealtest Starts April 25; Souvaine Building Show

Sealtest Laboratories, division of National Dairy Products, starts its show on NBC Red network, April 25, 5:30-5:45 p.m. Show is being built by Henry Souvaine, Inc., with the title of "Your Family and Mine." Script is by Lillian Lauferty, creator of Big Sister. Deal for the program was closed by Earle Thomas of the Souvaine offices. McKee, Albright & Ivey is the agency handling the account.

Renew "Esso Reporter"

Esso Marketers have announced advertising plans for the coming season and included is a renewal of the "Esso Reporter" which is now heard over 15 stations from North Carolina to New England. There is a possibility that coverage may be enlarged during summer months. Marschalk & Pratt handles radio account.

Facsimile Casualty

Des Moines—Paul Loyet, WHO's technical director is looking for a new coat. Had a nice one 'till he watched Frank Pierce experiment with the facsimile equipment. Loyet removed his coat and placed it right on an electric soldering iron. It's the first local facsimile "accident".

Red Menace

Chicago—Spencer Bentley, Bob of Betty and Bob, returning from a trip downstate, brought back this story of red activities. At Red Bud, Ill., he encountered a red-headed gas station attendant by the name of Red Bergdorf, who is a scout for Red Bird (Cardinals) baseball team and sells Red (Crown) gasoline.

AFM DELAYS DISK TALK UNTIL INDIES CONVENE

Scheduled meeting of the AFM Executive Board was postponed yesterday to March 29, due to the illness of President Joseph N. Weber. Executive board will also meet the transcription people at that time, which is one day after the meeting of the independent and non-network stations at the Hotel New Yorker, New York.

WBT Wants to Play Fair On "Air Mail" Contests

Bill Schudt, manager of WBT, yesterday officially announced that his station was withdrawing from competition for the McNinch award to be given in connection with National Air Mail Week. Schudt stated that WBT would not compete due to the connection of Charlie Crutchfield, program director, with the "week". Crutchfield is Radio Director.

Major Paul R. Younts, National

(Continued on Page 2)

Despite 'Quick Action' Hysteria 6 Months Or More Must Elapse for Preparation; AT & T Investigation Took Years

Washington Bureau, RADIO DAILY

Washington—It will be at least six months before the Federal Communications Commission starts its investigation of radio broadcasting chains, according to an authoritative source within the Commission who revealed that the investigation "could not possibly get under way before six months to a year."

This length of time will be required before the study gets under way, despite the recent order to undertake "immediately" the investigation. It was pointed out that the AT&T investigation took the Commission some two and a half years.

(Continued on Page 3)

NBC ADDS 3 STATIONS IN WESTERN TERRITORY

Furthering its network expansion plans, NBC has added three more stations to its list. KPFA has joined the north mountain group and KGKO, Fort Worth, and KTOK, Oklahoma City, will be added to the southwestern group about May 1.

KPFA is owned by the Peoples Forum of the Air of which Barclay Craighead is president and K. O.

(Continued on Page 3)

Increased Biz Reported By Atlass Chi. Stations

Chicago — The Ralph Atlass stations, WJJD and WIND are signing an unusual volume of business despite the reported recession in other fields.

Motor accounts include: WJJD, Ruby Chevrolet Co., 15 minute news

(Continued on Page 2)

Zenith Program Folding With Fete by McDonald

Chicago — Commander E. F. McDonald, president of Zenith Radio Corp., gave a party for the more than 40 members of the CBS Zenith Foundation (telepathy show) cast

(Continued on Page 3)

EDUCATORS STILL SEEK MORE NETWORK PERIODS

The drive by educational broadcasters to force networks to give advantageous periods to educational and cultural programs which was started last summer by five leading groups in that field, will be continued with added strength due to recent demand for a radio probe by FCC Chairman McNinch, it was

(Continued on Page 2)

Standard Brands Renewal

Standard Brands, Inc., sponsors of the Baker's Broadcasts, heard Sundays, 7:30-8 p.m., over NBC-Blue network has been renewed for an additional 13 weeks effective April 3. Program features Feg Murray and Ozzie Nelson and orchestra. J. Walter Thompson has the account.

BBC Prohibits Tele In Theaters; Latter May Project Own System

London—A rapid counter to the BBC's ban on the reproduction of the television programs in public has been devised by the chain of London cinemas likely to be affected most in its future plans. Before the televising of the Oxford v. Cambridge sports this week the BBC threw this notice on the screens of receivers: "The reproduction in any form of the outside broadcast which follows, including

(Continued on Page 3)

100-Watter Hires Band

Chicago—WHFC of Cicero, as result of James C. Petrillo's campaign to limit recorded music, is putting in an eight-piece orchestra under the direction of Dave Volkow, starting next Sunday. Station owned by R. W. Hoffman is said to be the only 100 watter in country to employ an orchestra of such proportions. Al Rubin handled negotiations for Chicago Federation of Musicians.

Playing Safe

Detroit — WJR's Duncan Moore will carry a life preserver when he broadcasts the third annual smelt run at Boyne City, Michigan. Pranksters "dunked Dunk" last year and he's taking no chances. He also remembers the raft that sank recently in the Susquehanna river.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

DON CARLE GILLETTE : : : Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Wednesday, Mar. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	125	123	124¼	— 1
CBS A	14⅞	14¾	14¾	— ¼
CBS B	14½	14½	14½	— 1¼
Crosley Radio	7	7	7	.....
Gen. Electric	34¾	33¼	34	— 1
RCA Common	5¾	5½	5⅝	.....
RCA First Pfd	44¾	44⅜	44½	— ½
Stewart Warner	8	7¾	7⅞	— ⅛
Westinghouse	79¼	76¼	78⅛	— 3⅞
Zenith Radio	12½	12	12¼	— ½

NEW YORK CURB EXCHANGE

Majestic	13-16	⅝	⅝	— ¼
Nat. Union Radio	8¼	8¼	8¼	— ⅛

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4⅝	5½

Set Tax Receipts Off

Washington Bureau, RADIO DAILY

Washington—Tax receipts on radios and phonographs took a considerable drop from $464,853.41 in February, 1937, to $260,580.34 for the same month in 1938, it was revealed here today by the Treasury Department Bureau of Internal Revenue. The decrease represents a drop of $204,273.07.

According to the Radio Manufacturers Association here, the decrease is 44 per cent under last year's figure.

Another Dress Rehearsal

The Mutual-Philip Morris show, "What's My Name," which starts on Friday, 8-8:30 p.m., will have a dress rehearsal at 4 p.m., before an audience. Program is being aired from the Mutual Playhouse. Erik Rolfe originally announced for the show is off. No replacement set yet. The Biow Co. is the agency.

Jules Nassberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

Educators Have Hopes Of Additional Web Time

(Continued from Page 1)

learned yesterday. Group, through its leaders, may attempt to testify in effort to gain recognition.

Entire movement by the organizations was started in an attempt to force the three major networks to give more time for the presentation of unbiased and unsolicited programs of educational value to the average American radio listener. Proposed investigation by FCC jibes closely with announcements made last year to the effect that organizations involved in the fight for time would take their case to the FCC as soon as plans were completed, and complete accounting of membership in the drive could be determined.

Status of smaller outlets, either independent or with network affiliations has not been changed to date by the leaders of the educational movement. It is believed, however, that for the time being they are satisfied with time allotments as a whole, and will concentrate their fight on networks. Practically every major educational and cultural organization has given its sanction and promise of cooperation in the drive.

"Morning Almanac" Offer Draws Big Mail Response

One announcement concerning requests for tickets to the first Sunday broadcast of Phil Cook's "Morning Almanac" brought 654 responses before 2 p.m. of the same day. And within 24 hours, 5,181 requests had been delivered to CBS.

Station, not knowing the tremendouse response the first announcement was to pull, made a second announcement on Friday morning. On Tuesday the total mail count was 8,645.

Program is heard, 7-7:55 a.m. on WABC, Mondays through Fridays, but it goes network on Sunday, 6:30-7 p.m. Program department wanted to know whether to use one of the radio theaters or stick to the studio. Result: program does go into a theater.

Pitt. Newspaper Relations Strengthened via Program

Pittsburgh—Relationships between KDKA and the Pittsburgh Press will be materially strengthened beginning March 26, when a model news room with direct lines to KDKA will be opened. New feature is designed as an added feature of the Press-KDKA news services. Initial airing from the new studio will take place at 8 p.m., with plans now calling for a number of special event and up-to-date news programs to emanate from the studio.

BOSTON

Lew Rogers is the new member of the WORL announcing staff. He entered the radio field at WPRO in Providence. He was there until he recently was transferred to WORL.

Increased Biz Reported By Atlass Chi. Stations

(Continued from Page 1)

period with Bob Labour, six days, through Auspitz and Lee; Michigan Avenue Chevrolet, 15 minute Sunday recordings through Schwimmer & Scott; WIND, Association of Gary Authorized Automobile Dealers, quarter hour program; Automobile Manufacturers Association, announcements plugging Packards through Young & Rubicam.

Other new business on WJJD: Knox Company for Cystex Tayton, Today's Heroine with Frances Martin presenting "Woman's Award of Merit," 3-a-week; also Police Headquarters' bulletins; Dude Martin's Rangers, musical transcriptions, and extra, extra, news, through Allen C. Smith agency.

Komiss Co., announcements, Julian Frank agency; Trems Tablets through Kelly and Stuhlman; International Trades Institution; A. Bishop & Co., half-hour musical transcriptions on Sundays; Gardner Nursery, 13 five-min. periods through Northwest Radio Advertising Co.; Builders Life Insurance Co., Sunday newscast, through Lyle T. Johnson Co.

WIND Accounts: Komiss Co., announcements; Henry C. Lytton's Hub, announcements; Northern Indiana Public Service Co., Indiana Basketball Tournament; Wham Sales Co., half-hour transcriptions seven nights a week for 26 weeks through Harold I. Collene agency; Trading Post with Betty Ann Brown as Hollywood Reporter through Burnet-Kuhn agency; South Chicago Furniture Co., 15 minutes Sundays for 13 weeks; Hub Furniture Co.; Albert Dickinson Co. through Commercial Advt. agency, spots; Evans Fur Co., "Me and the Boy Friend", interviews, 3 a week, through Auspitz and Lee; Hylyte Laboratories following Safety Court through A. N. Baker agency; Madura's Danceland, half-hour four times weekly; Maurice L. Rothschild, spot announcements, through Dade Epstein agency; General Mills, Cubs and White Sox games, with Russ Hodges and Jimmy Dudley, through Knox Reeves Advt. agency; Midwest Daily Record, announcements; Liberal Credit Clothing Co., 15 minutes for 13 weeks; Evans Clothing Co., announcements for 13 weeks through Selviar System.

Cincinnati's Clambake

Cincinnati — Tyrone Power, film and radio headliner, and Virginia Payne of Chicago, who is Ma Perkins, are to be guests of honor at Cincinnati's civic reception to be given May 14 to commemorate founding of famed Schuster Martin School of Drama by the late Helen Schuster Martin. Power and Miss Payne are both grads of school.

RECORDINGS
•
Call BRINCKERHOFF PLaza 3-3015

COMING and GOING

J. J. SIEGEL, business manager for Major Bowes, and MRS. SIEGEL leave today on the S.S. Lafayette for a West Indian cruise.

JOHN G. (Jap) GUDE, CBS manager of station relations, has returned from his western trek.

JACK BENNY, his writers, EDDIE BELOIN and BILL MORROW and HARRY BALDWIN, Benny's secretary, arrived in town this morning via the Twentieth Century.

IRNA PHILLIPS, script writer, will arrive in New York tomorrow from Chicago. She sails Saturday on the Carinthia for a six-day cruise to Nassau.

FRED WEBER returned from a business trip to Chicago yesterday.

DAVID ALBER back in New York after trip to Philadelphia.

WALTER DAMM of WTMJ, Milwaukee, arrived in New York yesterday.

OLIVER WAKEFIELD sails for England on April 3.

JOHN W. ALICOATE, publisher of RADIO DAILY, and THE FILM DAILY arrives today on the Georgic, from a West Indies cruise.

WBT Wants to Play Fair On "Air Mail" Contests

(Continued from Page 1)

Chairman, and Crutchfield, before leaving for Washington yesterday announced that disks are now ready and will be distributed to all 748 stations by March 31. Also set yesterday was a national hook-up on April 2 at 7:15-7:30 p.m. with Major Younts and Postmaster James J. Farley set to speak over CBS, NBC and Mutual.

KLZ
is the favored guest in most of the homes of the Denver-Rocky Mountain Region
• Local merchants know . . . and that's why department, jewelry, furniture and men's and women's stores all spend more of their radio money with KLZ than with any other station.
CBS NETWORK 560 Kc.
Representative —The Katz Agency, Inc.

BRITISH THEATERS MAY DEVELOP OWN TELEVISION

(Continued from Page 1)

projection in places of public entertainment, is strictly prohibited."

The decision, it appears was reached chiefly because of the arrangement to televise the Jock McAvoy-Len Harvey fight for the light-heavyweight championship of Britain from the Harringay Arena yesterday. The promoters made it a condition of their contract with the BBC that reproduction into movie shows should be prohibited.

Now the film houses are going into a huddle to overcome a likely wholesale extension of this bar, and the idea which seems most likely to be evolved is that they will stage shows in their own studios and televise them to hundreds of screens by land line. This, of course, will involve the laying of costly coaxial cables from the studio to every cinema, but will, on the other hand, eliminate the expense of running the dozens of stage shows which at present supplement films at many West End cinemas.

London (By Cable)—Major Tryon, postmaster-general, stated in the House of Commons that there would be 8,540,000 radio licenses issued this year. It was proposed that eight per cent of the net license revenue should in future go to the British Broadcasting Co. to further the work of television. He stated that $1,472,000 had been granted for television during the year.

NBC Adds Three Outlets In Its Western Territory

(Continued from Page 1)

MacPherson is station manager. Station operates on 250 watts daytime, 100 at night, on 1210 kcs., and will be offered as a bonus station to advertisers using KGIR, Butte.

KGKO was recently transferred to Fort Worth from Wichita Falls. It starts operation from Fort Worth on May 1. Station is owned by Amon G. Carter and operates on 570 kcs. with 5,000 watts day, 1,000 watts at night. Harold V. Hough is general manager.

KTOK is owned by Harold Hough and is a 100 watter on 1370 kcs. Joseph W. Lee is manager of the station.

Nu-Enamel Buys Sport Show

Chicago—Nu-Enamel Company has bought a 15-minute post-baseball spot on WCFL for summer months. Sports information and scores will be interlarded between musical selections. Texas company, which will sponsor play-by-play, also has bought 15 minutes preceding ball game for dugout interviews and personality talks by Hal Totten who also will do the play-by-play. Buchanan company has the Texaco account.

☆ PROMOTION ☆

Helping the Merchants

Goodwill gesture on the part of KDYL, Salt Lake City, toward Utah Furniture Dealers, staging their Spring Style Show in April, includes arrangement for air appearances of local public figures and extensive promotion of the show through spot announcements as well as dedicatory program.

Real Early Bird

"Cracking Records at the Crack of Dawn....As Only KNX Can" is the title of a four-page folder which calls attention to Fletcher Wiley's Sunrise Salute over KNX, Los Angeles. Folder, with a crowing rooster in contrasting colors on the frontispiece, extols the merits of this early morning program on the inside pages and follows with reproductions of testimonials on the last page.

Local Ad Service

WATL, Atlanta, has introduced a new advertising service for local retailers which is known as the Classified Column of the Air. Service is presented daily, except Sunday from 3:00 to 3:30 p.m., according to Maurice Coleman, station manager and originator of the idea.

C. of C. Book Aids Station

WOPI, Bristol is issuing a brochure entitled "Two Markets to Market". Material for the brochure contains latest market data about Bristol and was obtained from the new booklet recently released by Secretary W. A. Hiddleson of the local Chamber of Commerce. Station brochure will go to agencies and advertisers.

A "Piece" of the Studio

With WEW's $70,000 studios scheduled for completion next month, General Manager A. S. Foster had 500 pieces of celotex cut and painted with the studio color design and mailed them to advertising agencies and advertisers with a letter which started: "Herewith enclosed a piece of our new studios." Letter plugged the station's achievements since going commercial last September.

Preparing for Elections

An illustrated booklet has just been issued by WFIL, Philadelphia, on its presentation of election returns called "First with Election Returns" and sub-titled "Climb on the Band Wagon." Booklet lists the means of coverage of all political fronts and sources such as: two INS teletypes; news bureau correspondents with direct wires throughout the state; local direct wires from the news service and daily newspapers; the 30 x 10 studio election board; and the staff of WFIL's editors, tabulators and rewrite men.

WJR Will Let Listeners Select New Announcer

Detroit—The WJR audience will choose a new announcer in a public audition on Friday, April 1. The station needs a new "mikeman". There are around 100 applications for the job and Mr. and Mrs. John Q. Public will be the judges.

WJR officials will select a list of the most likely applicants and during the program on the air, starting at 8:30, each will be given a chance. The candidate may write his own announcement or have it written for him. He will be known only by number or letter to avoid the possibility of packing the jury.

The job at WJR has been open for more than a week but officials have been at odds until the solution came from station's manager, Leo Fitzpatrick.

Foundation's Farewell

(Continued from Page 1)

and directors Wednesday at a nearby north side hotel. Commander McDonald arrived several days earlier than expected from his cruise.

Cuts in on Sweepstakes

Pittsburgh—Bernie Armstrong, KDKA staff organist and featured soloist on many commercials, was one of the lucky Pittsburghers who held a prize ticket in the Irish Sweepstakes which assures him of at least $2,500.

FCC'S NETWORK PROBE MAY BE 6 MONTHS AWAY

(Continued from Page 1)

Although Chairman O'Connor of the House Rules Committee was recently said to be willing to report out the Connery resolution, it is now understood that the present investigation announcement will probably delay or withhold action regarding the measure.

Washington—FCC today announced that the investigation and survey of the Great Lakes and inland waters of the United States, now being conducted by Commissioner Brown, be extended to include the present contractual relationship between the American Telephone & Telegraph Co. and the Radio Marine Corp. a subsidiary of RCA. The investigation pertains to the furnishing of radio telephone service to the public through coastal harbor stations in the United States.

D'ARTEGA
AND HIS ORCHESTRA
Now Buffalo Theatre for limited engagement
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

If You Lived in Lansing

WJIM
the only station in Lansing
Primary pop.--137,320
Radio Families (primary)----28,466
Annual Retail Sales, (Lansing only) $23,395,000

....where there's only one Radio station in the city...chances are you'd listen to that station (WJIM) almost exclusively ... BECAUSE ...clear reception...local sentiment...highest quality entertainment ...then multiply this *"one city-one-station"* exclusive set-up seven times...add WXYZ (key station) Detroit...and you have, figuratively speaking, an advertiser's paradise

MICHIGAN RADIO NETWORK

WXYZ
KEY STATION



DETROIT
MICHIGAN

The Paul H. Raymer Co., Representative



OTTO KLEMPERER and the Los Angeles Philharmonic will do a special broadcast over KNX-CBS Pacific Coast tonight at 10-10:30, as the opening gun in the annual campaign for funds to support the organization.

Conrad Nagel will do a guest appearance on Union Oil's "Thrills" on Wednesday, March 30. Frederick Dahlquis president of American Radio Features, producers of the program, announces that the show will continue under the present set-up at least until April 27, contract renewal time.

Harry Witt, sales manager at KNX, became the father of a second son with the birth of an 8 pounds-2 ounces boy to Mrs. Witt at St. Vincent's Hospital Friday night, March 18.

The Automobile Club of Southern California duly labeled the northwest corner of Sunset and Gower with a "Columbia Square" marker last Friday. CBS starlets Mary Lou Cook, Gay Seabrook, Lurene Tuttle, Rosemary DeCamp and Mary Rosetti participated in the ceremonies. Oldtimers in Hollywood will recall that the corner was the site of one of the earliest of the film studios, David Horsley's, and still later housed Christie comedies.

Sid Goodwin, NBC producer on the "Gilmore Circus" for Gilmore Oil on the Coast, as well as various sustainers for the net, has resigned to go into radio program production on his own.

Glan Heisch has been renewed as scripter on the Mickey Mouse show for Pepsodent. H. H. Swanson agency set the new deal.

Jack Dempsey, well known to old time vaudevillians in the heyday of Keith-Albee, has been appointed sales manager for the Otto K. Olesen recording studios. Dempsey left Metro-Goldwyn-Mayer, where he has been a talent scout under Billy Grady, another Keith veteran, to align himself with the Olesen organization.

Harrison Holliway, general manager of KFI-KECA, dug up a transcription of the first broadcast made by Amos and Andy under those monikers, following the switch from "Sam and Henry," and re-broadcast the 1928 program over KFI Monday night, with appropriate comment. Holliway released the original series through KFRC, San Francisco, while he was manager of that station.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● **A Reporter With A Conscience!....Jack Pearl, just returned from Hollywood with Wini—and learning how to shag at the Stork Club now, related this sidelight on the coast floods—which wasn't a thing to kid about....However, with truth reported to be stranger than fiction—it could also be just as humorous....Phil Baker had taken Jack and Wini to view his new home, just completed and to be occupied within a few days. Pearl envied his good fortune and beauty of the home. This inspired Baker to invite the Pearls to the official opening two days later.... With arms filled with gifts the Pearls arrived at the Baker home—to find it washed away!....Last week we itemed here that Russ Morgan was sporting a "shiner" due to a misjudged handball....The other nite we stepped into Dave's Blue Room, where there's a photo of Morgan pasted against the wall....Around the eye we noticed—some wag had penciled a duplicate of Russ' "shiner"!....Eddie Cantor's new series for Camel's will sound odd sans the glibbing voice of Jimmy Wallington.**

● ● ● *Committeemen of a certain organization made inquiry this week on the possibility of getting 15 minutes of air time on WOV-WBIL—so that one of their "distinguished members" might talk on "More Jobs by the Elimination of Women From Business" ....Everything, we understand, went along smoothly until the committee was introduced to the general manager of IBC, operators of these stations....The general manager happens to be Miss Hyla Kiczales—one of "those women in business"....At Phillip H. Lord's party for his press agent the other night, newspapermen had to pass through picket lines so as to partake in the drinks offered....The pickets were not boycotting Lord—but resented the fact that the club didn't employ entertainers—though they have two bands and a coupla very pretty singers!*

● ● ● **Baseball fans in and around NY will begin hearing baseball results shortly via WMCA sponsored by Straus Stores....Of course, this isn't anything to merit a stick of type here or elsewhere—but this does: ....Signed to wordsling for 15 minutes, 7 nites weekly on this sponsored series, is Bert Lee, who at one time, we stated, wasn't so good. Later we discovered that Bert Lee was the air-monicker for Bertram Lebhar, general manager for the station and Inter-City network. This still didn't alter our original criticism of his voice!....However, a number of sponsors, having been given the cream of the wordslingers for their shows by the station—discovered that Bert Lee was the best salesman around.... Lebhar who doesn't want this work—would rather pay others to do it—must broadcast this series and others on threats of losing the clients.... The home of Murray Rosenberg, radio editor of the Brooklyn Citizen was visited by a thief who tip-toed over to a cupboard where he found $14 (in a newspaperman's home?)....Murray's 5-year-old boy, Richard Martin, was at play in the kitchen where the thief stopped just long enough to threaten the youngster to keep still. Mrs. Rosenberg was in another room while all this was taking place....Later, when cross-examined by a burly detective on what had happened the kid shook his head saying, "I don't know and I don't want to talk."**

● ● ● *This is rather interesting, we think....Caskie Norvell, Jr., newscaster on the WBIG, Greensboro, N. C., "Cavalcade of News," late evening news period, has been featuring the European war situation, with exclusive background information as well as flash news....And few are better equipped for this, as his mother was formerly Princess Nanon Petrovic, of the Jugoslavian royal family ....However, she is now a good Tar Heel, being Mrs. Caskie Norvell, Sr. When Norvell, a University of Virginia graduate, gets stuck on the pronounciation of names he has but to call his mother, the Princess, and get correct names and background!*



GEORGE A. BOLAS, formerly with Swift & Co., Defiance, Ohio, has been added to Chicago NBC Sales promotion staff.

Vic and Sade and Rush (Art Van Harvey, Bernardine Flynn and Billy Idelson) are making a theater tour through Indiana the next fortnight.

Barbara Luddy, dramatic headliner of Margot of Castlewood and First Nighter, has turned singer and is lifting her voice in song on the former show.

Doris Keane, manager of WHIP and WWAE, going to Indianapolis this week-end to handle special broadcast of State basketball finals.

Epes Sargent has taken up his new duties as assistant to Frank Rand, director of press relations for NBC.

NBC threw a party Monday afternoon for Boris Karloff, here to do a series for "Lights Out".

Wrigley show featuring Andrews Sisters, Jack Fulton Jr. and Carl Hohengarten's music had its name changed once more before it got on the air Monday evening. Last shift was from "Sing and Swing" to "Just Entertainment". Neisser - Meyerhoff agency has the account. CBS threw a party for press Monday in connection with first show.

E. H. Scott, manufacturer of de luxe radios, described his new robot receiver in an interview over WGN by Martha Crane and Helen Joyce on Tuesday, March 22.

Cornelius Peeples, 18-year-old juvenile of Betty and Bob, is swanking around in a new car. He is a veteran of about 10 years' work on the air.

Bill Irvin (Don Foster) radio editor of the Daily Times had his office radio put out of commission other day when some of the news room boys plugged it into the wall direct instead of through converter. Photographer doused the flames that resulted with pail of water and now Irvin is listening at home pending repairs.

Yank Taylor, former radio editor of the Times, is back from two years of orange culture in Florida and has rejoined Times staff as night rewrite man.

Harry Richman will open at Chez Paree on April 1, with Lou Breese's orchestra providing the music. Jimmy Durante scheduled to follow a month later.

Catch the ★★★ ANDREWS SISTERS
on the Wrigley Program
"Bei" Gum *They're Terrific!*
Mon.-Fri., 7-7:15 p.m., EST., CBS

☆ F. C. C. ☆ ACTIVITIES

EXAMINERS' RECOMMENDATIONS

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

WTIC, W1XEH, W1XLU, W1XO, W1XT, Hartford, Conn. Vol. assignment of licenses to the Travelers Broadcasting Co., be denied.

Sherman V. Coultas, Milton Edge & Hobart Stephenson, Jacksonville, Ill. CP for new station. 1310 kc., 100 watts, unlimited, be granted.

WKAR, East Lansing, Mich. CP to increase power to 5 KW. be granted. 850 kc., daytime.

WDZ, Tuscola, Ill. CP to increase power to 1 KW., be granted 1020 kc., daytime.

HEARINGS SCHEDULED

Great Western Broadcasting Co., Omaha, Nebr. CP for new station. 1500 kc., 100 watts, unlimited.

March 24: Johnson City Broadcasting Co., Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

March 25: P. W. Spencer, Rock Hill, S. C. CP for new station. 1500 kc., 100 watts, daytime.

March 30: Chester Howarth & Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

April 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

May 9: Monocacy Broadcasting Co., Rockville, Md. CP for new station. 1140 kc., 250 watts, daytime.

APPLICATIONS RECEIVED

W. B. Greenwald, Topeka, Kans. CP for new station. 1370 kc., 100 watts, 250 watts LS., unlimited.

Edward Breen & Allen R. Loomis, Fort Dodge, Ia. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

WBNX, New York, N. Y. CP to increase power to 1 KW., 5 KW. LS. 1350 kc., shares time.

WHBL, Sheboygan, Wisc. CP to increase power to 250 watts, 1 KW. LS. 1300 kc., unlimited.

WTAQ, Green Bay, Wisc. CP to increase power to 1 KW., 5 KW. LS. 1330 kc., unlimited.

WEMP, Milwaukee, Wisc. Mod. of license to increase hours of operation to unlimited. 1310 kc., 100 watts.

Knoxville Journal Broadcasting Co., Knoxville, Tenn. CP for new station, 1200 kc., 100 watts, 250 watts LS., unlimited.

Richard M. Casto, Johnson City, Tenn. CP for new station. 1200 kc., 100 watts, 250 watts LS., unlimited.

Havens & Martin, Inc., Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

Petersburg Newspaper Corp., Petersburg, Va. CP for new station. 1210 kc., 100 watts LS., specified.

John Stewart Bryan, Petersburg, Va. CP for new station. 1210 kc., 100 watts, 250 watts LS., specified.

WELI, New Haven, Conn. Mod. of license. 930 kc., 250 watts, 500 watts LS., unlimited.

Lawrence K. Miller, Pittsfield, Mass. CP for new station. 930 kc., 250 watts, daytime.

Tribune Co., Tampa, Fla. CP for new station. 940 kc., 1 KW., 5 KW. LS., unlimited.

Michael J. Mingo, Tacoma, Wash. CP for new station. 1400 kc., 250 watts, unlimited.

APPLICATIONS RETURNED

Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station. 1420 kc., 250 watts, daytime.

Timpanogos Broadcasting Co., Provo, Utah, CP for new station. 1210 kc., 100 watts, unlimited.

KIEM, Eureka, Calif. Authority to transfer control of corp. to William B. Smullin.

PAT BALLARD
WRITER SPECIAL RADIO MATERIAL
Programs:
U. S. RUBBER CO. — ALEMITE PROGRAM
LUCKY STRIKE — FORD MOTOR CO.
SOCONY-VACUUM — CHESTERFIELD
Management COLUMBIA ARTISTS, Incorporated

ORCHESTRAS - MUSIC

By TED LLOYD

BEHIND CLOSED DOORS the midnite oil burned yesterday as music executives representing flicker firms gathered in the offices of J. J. Robbins, looking after his M-G-M interests, to discuss a complete revampment of the "major plug system"....Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount Music—and Buddy Morris with his Man Friday, Rocco Vocco, representing Warner firms, Harms, Witmark and Remick, got together to discuss the possibility of immediately changing the present set-up, which is calculating performances of songs on WABC, WJZ and WEAF from 5 p.m. to 1 a.m. as "major plugs"....Revampment would alter this completely, it is understood....Adding WOR to the list of stations rated as "majors" would be just one of the contemplated changes!....Another, and this the most important alteration, would be to rate as "major plugs" performances on WOR, WABC, WEAF and WJZ from EIGHT A.M. till ONE A.M.!....Should this be agreed upon, it is understood that the new ruling will go into effect within the next few days....New setup, if put into effect, will create more employment for contact men and many of those discharged within the past week, would be brought back in line ....Contacting of bands, artists and production men in charge of the programs not credited with the nine hours of airing now, will have to be reached for plugs....Many daytime artists have shown their grief to the stations because they weren't entertained by music men will now be catered to like the bigtime evening artists!....Though the meeting was held solely for this purpose, their decision won't be final. None of those present last nite would discuss their findings!

Stan Shaw will be feted at Leon & Eddie's Sunday nite....Clark Dennis, NBChicago singer, has been approached to warble for the Chi Civic Opera Co....Jimmy Nooney succeeds Horace Henderson's crew at the Swing Lane in Chi....Don Huston, Henry Busse's vocalist, will leave the band, because he has a picture offer ....Freddy Martin is recovered and in Chicago.

Jerry Blaine leaves the Park Central next month....Howard Woods, his Celeste and band, featuring the voices of the maestro, Ralph Bennet and the Glee Club returned to Laurel in the Pines Hotel, Lakewood, N. J. Band is aired three times weekly via WOR-Mutual....Lawrence Welk and his orchestra, return to the air waves over WCAE when his outfit comes back to Pittsburgh March 28th. Lois Best, former WJAS vocalist, will be included in the Welk outfit when they return to the Hotel William Penn.

Tommy Dorsey and his Amateur Swing Contests open at the Stanley theatre in Pittsburgh March 30. He will do his commercial from there—and start the show playing "Comin' Thru The Rye"....Tommy started the whole fracas on swinging the classics ....Lou Clancy and his Swing Unit are presented nightly over Station WATL, Atlanta, from the popular Spanish Room of the Henry Grady Hotel. Rose Christopher and Skeeter Morris are the vocal attractions.

Duke Barron and his orchestra now broadcasting twice daily from the popular Parisienne Room of Hotel Bristol, Bristol, Virginia. Music is aired over Station WOPI....Shep Fields will interrupt his current theater tour to return with his orchestra to New York for a new series of Bluebird recordings....Reports from the Coast indicates that Ozzie Nelson's pioneering of "Joseph, Joseph," in addition to his Victor recording of the tune, has established the novelty selection as a logical follower to "Bei Mir Bist du Schoen" all along the Pacific Coast.

Robert K. Christenberry has assumed full charge of the International Casino along with his other duties as vice-president and general manager of the Hotel Astor.... Christenberry, it is reported, will make changes in policy at the Broadway night club.

Jamison Concert Debut

Anne Jamison, singer heard regularly on the Hollywood Hotel programs, will make her concert debut at Town Hall March 29. Singer will miss one program, and is scheduled to leave New York immediately following her appearance in New York for the coast to resume broadcasting.

GUEST-ING

PERRY SHAND, song writer, on Lanny Grey's Rhythm School of the Air, March 26 (WNEW, 12:30 p.m.)

JEAN MUIR, interviewed by Radie Harris, today (MBS, 6:45 p.m.)

DR. FRANCIS CARR STIFLER on The Bible in Song and Story, March 27 (WNEW, 6:30 p.m.); DR. GEORGE W. WRIGHT, missionary, April 3.

CARL DAINES, on Celebrity Hour, March 26 (WNEW, 9:15 p.m.)

DOROTHY MACKAILL and MISCHA LEVITZKY, pianist, on Kraft Music Hall program, tonight (NBC-Red, 10:000 p.m.)

OLIVIA DE HAVILAND and DONALD DICKSON on Chase and Sanborn Hour, March 27 (NBC-Red 8:00 p.m.)

LEON RANE'S SING BAND and ALAN MOWBRAY, on Thirty Minutes in Hollywood program, March 27 (MBS, 6:00 p.m.)

RAY GROSS, author, on Benay Venuta's variety program, March 26 (MBS, 2:00 p.m.)

NELSON EDDY on the Ford Sunday Evening Hour April 3 (CBS, 9 p.m.).

CLYDE BARRIE soloist on the Heinz Magazine of the Air April 3 (CBS, 5 p.m.).

GLENN DARWIN will sing opposite Grace Moore on Chesterfield program March 30 (CBS, 9 p.m.).

MORTON BOWE and JANE FROMAN, on Al Pearce and his Gang program, March 29 and April 5 (CBS, 9:00 p.m.)

RED EVANS, JACK SHANNON, GENEVIEVE ROWE and the SYMPHONETTES, on Ray Block's Varieties, today (CBS, 3:00 p.m.)



Thousands listen to
HARRY GLICK'S
MORNING EXERCISES
Monday thru Friday at 8:45 A. M.
WHN
DIAL 1010
That's BEFORE the shopping day starts. Wise advertisers will recognize what this means in sales!
Address inquiries to:
WHN
1540 BROADWAY
NEW YORK CITY

AGENCIES

E. ROSS GAMBLE, space buyer for Leo Burnett agency, has been elected treasurer of the Audit Bureau of Circulation.

Pepsodent Co., Chicago, has been admitted to membership in Association of National Advertisers.

PHELPS-ENGEL-PHELPS agency, Chicago, has been named counsel for Hollywood Diet Corp., Chicago, and Joseph Lemke, Melrose Park, Ill.

ART TATHAM, advertising manager of Bauer & Black, and head man of the Chicago Federated Advertising Club, is working on a survey to show how much advertising money from the Chicago area is placed elsewhere.

CHICAGO FEDERATED ADVERTISING CLUB has added A. M. Crossley, president of Crossley, Inc., as speaker for its radio series. His date is April 14.

LOUISVILLE

Jack Peyser, who has been freelancing in Chicago, and was for a time with WLW, is new announcer on WHAS. He will handle the Oertel Show, aired from the Drury Lane Theater on Monday nights.

Harry Diekman, ex-WAVE musical director, heading for his home in Detroit. Expects to place his band at a Michigan resort for the summer.

Bill Sherman, WGRC chief announcer, will have a leading role in play to be presented by Little Theater, under the direction of Boyd Martin, "Courier-Journal" film critic.

Skeets Morris, who was injured in an automobile accident, while returning from an engagement in Hodgenville, Kentucky, has recovered, and is again airing with his hillbilly gang on WHAS.

Mildred Lee, who conducted the air gossip column "Under Ether" in the "Courier-Journal," has left WHAS, and is out of radio for the present.

Serg. Nyrum Young of the Louisville Police Department and Jack Starks, WAVE technician, are attracting attention with their "Cruising in Traffic," broadcasting from the new mobile unit.

WGRC has a new troupe of hillbillies on the station, the "Oklahoma Outlaws."

Cain Gets St. Louis Call

Chicago—Noble Cain, conductor of the Chicago A Capella choir heard over NBC, and director of the Cabin at the Crossroads chorus, has been named conductor of the 2,000 voiced National High School chorus to perform in St. Louis on April 1.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

☆ Programs That Have Made History ☆

(NBC's National Farm and Home Hour)

DURING the last decade the National Broadcasting Company, the United States Department of Agriculture and national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. On October 2, 1928, the National Farm and Home Hour made its debut under the direction of Frank E. Mullen, pioneer in farm broadcasting.

Format of the program remains substantially the same as when first conceived. The Farm and Home Hour, often called "The Nation's Bulletin Board of Agriculture," offers a wide variety of features. Among these are timely and authoritative information from the Federal Department of Agriculture; music by Walter Blaufuss and the Homesteaders orchestra; Washington news comment by H. R. Baukhage, veteran correspondent in the national capitol; weather and crop reports; comedy in the form of the "Farm and Home Bugle," with Johnny Wolf and Thor Erickson; a dramatic sketch of life in the national forests starring Harvey Hays, Judith Lowry, Lucille Husting and Raymond Johnson; special broadcasts direct from the scenes of important farm events; and many other features of wide national interest.

The Farm and Home Hour interests urban as well as rural listeners. The program has become a noon hour tuning habit in thousands of homes from New York to San Francisco each week day at 12:30 p.m. EST. Ninety-three NBC-Blue network stations carry the program.

A gay spirit of informality prevails. Everett Mitchell's cheery "Lots of Good Luck, Everybody," and "It's a Beautiful Day in Chicago," have become catch phrases known to millions of listeners.

Leaders in all fields of agriculture are heard regularly on the program with up-to-date news and information on developments affecting farming and homemaking. The Farm and Home Hour has really made radio history. It has brought the country to the city and the city to the country. One of the outstanding contributions of radio to mankind has been its service to the farmer. On this score, the Farm and Home Hour has established a unique record of service in radio history.

William E. Drips, NBC's director of agriculture, supervises the program.

WQAM's "Shadows and Sunbeams"

CLOSE to $100,000 in cash has been raised for needy persons during the past eight years directly through WQAM's program, "Shadows and Sunbeams".

Conceived by Fred W. Borton, president of the Miami Broadcasting Company, early in 1930, the one-hour charity program has been on the air consistently ever since.

Dr. Everett S. Smith, pastor of the First Christian Church, and well known on the air, conducts the program. He describes each "Shadow", tells what is needed in food or money or necessities, and appeals to the radio audience for direct contributions. Phone calls donating aid are acknowledged on the air, and a collector picks up donations next day.

The Civitan Club of Miami has the charity as their main project. They provide all the administrative expense and the city of Miami provides office and storage space. Every penny donated in response to the radio appeal goes directly to the "Shadow" for which it is designated.

Station WQAM provides the time on the air and the musical entertainment for the program and assists in preparing the copy for broadcast. "Shadows and Sunbeams" is the one 100 per cent charity in the community.

Statement of receipts and disbursements for the year ending December 31, 1937, showed contributions received to be $8,996.06, total cash disbursements $8,187.44 and total disbursements other than cash came to 20,688 items.

WOAI Big News Contract

San Antonio—Effective April 25, WOAI has consummated the largest single contract of time for any single product in the history of the station. The S. A. Brewing Association, makers of Pearl Beer, will sponsor fifteen minutes of news six days a week at 10:15 p.m. with commentator Ken McClure at the mike. The advertising was placed by Pitluk Advertising Agency of this city.

Frazee Taking Leap

Harry Frazee, production man on "Gang Busters" program, will be married today to Dorothy Sherwood, non-professional. Frazee took over Phil Lord's duties on the series in January.

WOL Renews Transradio

Washington Bureau, RADIO DAILY

Wash., D. C.—A new contract covering a period of three years was negotiated today between Transradio Press Service and Radio Station WOL, Mutual outlet here. Transradio news has been broadcast on WOL for the past three years and was one of the first stations in the country to subscribe to Transradio.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

NEW BUSINESS
Signed by Stations

WMAQ, Chicago: North Western Railroad Co., Suburban Hour program renewal.

WWSW, Pittsburgh: Republic Oil Co., 15-minute program.

WSM, Nashville: Bull Durham Smoking Tobacco Co., ETs, through Lord & Thomas.

WSIX, Nashville: Loew's Theater (Nashville), Name the Band program ETs.

KWK, St. Louis: Gruen Watch Co., ETs; Dr. School's Comfort Shops. ETs.

KTHS, Hot Springs: Chevrolet Motor Co., ETs, through Campbell-Ewald; Magnolia Oil Co., announcements, through Bruck-Sacks Co.; Stag Beer, news program, through J. Walter Thompson Co.; Sterling Beer, racing results; Schlitz Beer, announcements; Roi Tan Cigars, announcements, through Laurence Gumbinner Co.; Willhite Melon Farms, announcements; Thompson Hatchery, 15-minute programs; Waller Bros. Nursery, 15-minute programs; Carter Chickens, announcements, through Shaffer-Brennen; Lutheran Church, Lutheran Hour, through Kelly, Stuhlmann, & Zahrndt.

WNBX, Springfield, Vt.: Genest Baking Co., news program; Wellwood Furniture Co., news program; Krueger Brewing Co., news program, through Young & Rubicam; American Tobacco Co., ET announcements, through Lord & Thomas; Clover Farm Stores, announcements, through Harry M. Frost; Chamber of Commerce, news program; Liggett & Myers Tobacco Co. 30-minute program, through Newell-Emmett; Goodyear Tire Co., The Shadow.

WSPR, Springfield

Allen W. Mills, former commercial representative has joined the public relations department of Western Massachusetts Theaters, Inc.

Wayne Henry Latham, program director, has started a new series of lectures as instructor of public speaking, University Extension, Department of Education of Massachusetts.

Quincy A. Brackett, president, has been in New York on a business trip.

Lloyd and Alta, hillbilly performers, have returned to the station after a long lay off.

Henry A. Felix, former announcer for WSPR, WMAS and WMEX has joined the WHDH staff in Boston.

Clara Zamachay, first prize winner on the Rivest Children's Hour won a trip to New York and an opportunity to b.c. on Mutual net program "Microphone of the Sky."

Chief Engineer Hillis Holt is rebuilding the turntables.

GEORGE GRIFFIN
Lyric Baritone
• THURSDAY WJZ-NBC BLUE 12:15 P. M. EST.
• SUNDAY WEAF-NBC RED 9 A. M. EST.
☆
MAGIC MELODIES
Tuesday 7:45 P.M., EST. WJZ-NBC Blue
Management NBC Artists Service

OKLAHOMA

Miss Loree Greenwood, former secretary at KOMA (Oklahoma City) has been named office manager of new downtown ticket office of American Airlines in Skirvin Hotel.

Ramon Martin, KVSO (Ardmore) newscaster delivered a program last week from a smoke filled studio on the second floor of the Daily Ardmoreite building. A raging fire in a garage adjoining was described by Martin and James Griffith, taking turns at the mike.

KVOO (Tulsa) now broadcasting Chamber of Commerce Open Forum lectures every Friday afternoon.

In city election KVOO (Tulsa) held half-hour broadcast with three-minute time-limit on each speaker.

Series of half-hour weekly programs on KVOO (Tulsa) is telling about International Petroleum Exposition to be held this summer in Tulsa.

Hughie Price (WKY discovery) being featured on Hales-Mullaly two-per-week show on KOMA (Oklahoma City Rival). Nonesense and Notes show folds after two weeks. KTUL (Tulsa) also on program.

KOMA has applied for an increase in power from 5 to 50 kilowatts and for permission to install a new transmitter and a directional antenna for night use. A previous request had asked permission to increase power from 50 to 10 kilowatts.

Dott Malone new songstress in 15 minute weekly morning spot on KTOK for Good-Nite cream.

KTOK promised Oklahoma City baseball fans a crack announcer for Texas League ball games so secured Ted Andrews, from KWKH where he previously handled sports, baseball broadcasts and special events. Andrews is set to report for duty April 1st but is at present with the club in training quarters and exhibition games.

With something to crow about KTOK, Oklahoma City, is set to go to town having contracted for 11 billboards in the city and screen advertising in all Standard Theaters neighborhood houses telling of its five-point coverage including NBC-Blue (May 1st), Mutual, UP news, Baseball Broadcasts and Key station for Oklahoma Network. Have also contracted for centerfield billboard at baseball park as part of campaign.

Sponsor with four-week old program on KVSO for kids offered bottle of milk chocolate a day for week to first six persons calling after announcement. Telephone exchange was swamped with thousands of busy signals; officials protested. The sponsor, very happy, sent the 12 operators on duty free bottles of his product. KVSO wrote a public apology letter to telephone switchboard operators in promotion ad in newspapers on the following Sunday.

Dippy Riddles and Dippy Duds!
New hilarious material to pep up your MAN ON THE STREET PROGRAM
Write us for information
RADIAD SERVICE
612 N. Michigan Ave. Chicago, Ill.

NEW PROGRAMS—IDEAS

"Gadget" Co-op. Show

Several New England radio stations will air a new participating transcribed series to be known as "Gadgets." Show will be a breezy commentary on small household utensils which minimize and lighten the drudgery of housework. Anecdotes and humor, in network style, will split up copy matter on each gadget included in the program, which will be emceed by a commentator, known as "The Gadget Man". Bertha Bannan is the producer.

Woodpecker Stooge

"Clarkwatchers", is the title of a new daily series sponsored by Clarke's Clothiers on KTUL, Tulsa. An early morning show, 7:00 to 7:45, it features Waldo, a dummy woodpecker, and Eddie, a comic entertainer. Bulk of program is written around Waldo who pecks out correct time and prompts Eddie with weather forecast and transcribed music. Commercials are mostly humorous and trick sound effects are employed.

News Room Stuff

"News Room Oddities," a new Sunday afternoon show on WAAF, Chicago, is based on all unique and unusual stories that come over the United Press wires during the week. Program is produced and announced by Jack Odell.

Easing 'em Out

WWL, New Orleans, is readying a one-hour and forty-five minute program, entitled the "Burial of Dinah". A one-time shot, it is a burlesque leading up to the idea of dropping the much overworked "Dinah" as a studio song number. Skit was the result of a vote in which listeners picked "The Ghost of Dinah" as successor to the much used ditty, which will be musically murdered and buried during the program.

Phone Call Offer

Because of wide-spread popularity of John Kiley, WMEX staff organist, and Jay McMasters, WMEX announcer they are being sponsored four times weekly in a program known as the Lustre Boys' Matinade. Show's direct appeal is in the announcing of the name of any listener calling or writing in for a request. Sponsor, Lustre Wax, gives those making request a can of their product.

Kiddie Talent Quest

A Children's Talent Quest, is being conducted by Uncle Don, who is now in his eleventh year over WOR. Contestants are from the Metropolitan (New York) area and, after several eliminations, two winners will be flown to Hollywood where they will be guests of Paramount Pictures. Winners of the contest which will run until the second week of May, will also receive bronze tablets with their names inscribed.

WHAM Educationals

WHAM, Rochester, recently presented the initial broadcast of the Translake Study Group. This weekly series of international educational programs is aired by the students of Rochester's John Marshall High School and Toronto's Northern Vocational High School with WHAM and CBL, Toronto, alternating broadcasts. Show is in form of round-table discussions on current topics mutually decided upon and consisting of problems facing citizens of both countries.

Cooking Quiz

"How Would You Do It" is the title and opening question on this new program conducted by Evelyn Volk, culinary expert, over KTUL, Tulsa. Show, which is held before a studio audience (who get a chance to sample the excellent dishes) differs from the usual run of home economics programs in that listeners are invited to send in their reasons and answers to the question. If the recipe is okay it is used on the air. Sponsor is Denton Co., Chamber Range dealers.

WEST COAST

Bert Butterworth's Saturday news commentary on KFI has been renewed by his sponsor, Mandarin Foods, for another eight weeks from March 26.

A. I. Bezzerides, author of a new novel due out next month, "Long Haul," was a guest on KMPC's "Meet the Author" Wednesday at 3:45, with the interviewing being done by Miss Margaret Wilson at the Beverly Hills Public Library.

Six young artists, survivors of recent CBS auditions conducted by William Moore following Charles Vanda's new "open door" invitation to new talent, will be given a chance to sell their wares to western listeners today, over KNX and CBS Pacific Coast net at 10:15-10:45 p.m., when Wilbur Hatch conducts "Audition," and Don Forbes doing the microphonic build-up for the tyros.

PHILADELPHIA

Major Thomas Coulson returns to the air again with his "Scientific Wonders" broadcast over WCAU.

After an absence of three months the "Meistersinger" returns to the air waves over KYW.

Maxine Baseur and Joe Jenkins make their bow over WIP in a weekly airing of their "Mood Indigo" revue.

Ann Davis and Will Duffield will appear in "The House Around the Corner", presented by WFIL's Little Theater Group.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING and DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16). Develop grace, poise, charm and good health. Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation.

Open 9.00 A. M. to 10.00 P. M. Daily
Except Sundays. Close Saturdays
at 6.00 O'clock. Visitors welcome.

625 MADISON AVE., NEW YORK
Studio
Between 58th and 59th Sts.
Phone WIckersham 2-4300

SAN FRANCISCO

New Musical Director Walter Kelsey, NBC, started new Sat. night series called "Design for Music" on Red net using Betty Kelley, soprano, and "Four Pages," male quartet.

Aired via NBC, Sid Hoff has replaced Everett Hoagland at El Patio ballroom, booked by CRA.

Ernie Gill's t. c. "California Concert" Sunday on KGO-Blue featured works of staff organist Charles Runyan.

Dude Martin holding yodeling tryouts at KSFO with more than 150 "callers" applying, from Oregon to Fresno.

"Housewarming," emceed by Sam Moore and sponsored by Spreckels-Russell Dairy Co., through Lyon Advertising Agency renewed for another 13 weeks on KFRC.

NBC actors Eileen Piggott, Ted Maxwell, Montgomery Mohn and Eddie Firestone, Jr. revived "Memory Lane," one-time fave serial here, for night with Oakland Masons.

Agatha Turley, former KYA featured soprano, seriously ill at French Hospital, as aftermath of nervous breakdown she suffered in Hollywood last fall after singing in several pix.

KLS, Oakland, has Zanol Products Co. "Poet and Palates" thrice-weekly which invites amateur Shelleys to submit verse. Announcer Niles Kinney is voice.

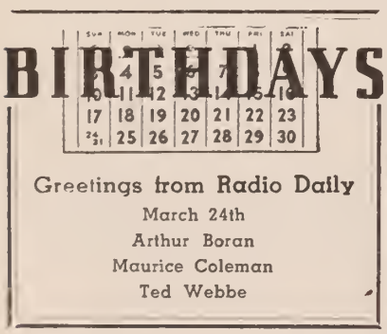
With Gyula Ormany, "Good Morning Tonite" maestro, as piano accompanist, Myrtle Claire Donnelly, NBC soprano on that show, did concert at Notre Dame College at Belmont.

"Red" Nichols band was first to play a one-nighter at El Patio ballroom here for newly-formed "Esquire Club" of swing fans who plan to bring Benny Goodman, Tommy Dorsey, Jimmie Grier and Glen Gray. Sweet's ballroom, Oakland, has been only one-night sanctum for years.

KSFO airs the Mills College Glee Club of 40 voices on at t. c. Sat., March 26, in Columbia's "Choral Quest."

Dean Maddox, "Sidewalk Reporter" thrice-weekly on KSFO for Holsum Division (Bread) of Langendorf Bakeries, places mike in front of store featuring bread and talks under large polka dotted umbrella patterned after the bread wrapper.

"Musical Moments" ET's for Chevrolet renewed by Campbell-Ewald for once-a-week instead of twice as formerly.



☆ Coast-to-Coast ☆

STAFF changes and new assignments at WHBF, Rock Island: Walter Chambers resigned managership of Rock Island Brewing Company to join local sales staff of station. Marvin Rosene, formerly on sports desks of Davenport newspaper and recently head continuity man at WHBF, has moved to local sales staff. Francis Kennedy, who has been producing special shows for station, becomes continuity chief with Ted Randall, former announcer, as assistant. Martin Bouhan of Galesburg, Illinois joins announcing staff.

Frank Silva, WHAM sportscaster, was recently appointed by Grover Whalen to the National Advisory Committee on Radio for the World's Fair. In addition to his radio activities Silva is a commissoner of semi-pro baseball for New England and the Mid-Atlantic states.

Airing from the Deseret Gymnasium in Salt Lake City, KSL sports department had a busy remote control week. Tom Axelson and Glenn Shaw handled play by play descriptions as well as player interviews of the Utah State Basketball Tourney under the sponsorship of the Boyle Furniture Co.

Tommy Dorsey, spearhead of the swing controversy now being waged on all fronts, and vocalist Edith Wright dropped in to wish Charles Daly of WJSV well on his initial broadcast of the Saturday Night Swing Party, and found themselves guest artists on the program. Dorsey and troupe were appearing at the Earle Theater in Washington.

Hazel Scott, swing vocalist-pianist, heard daily on Alan Kent's WNEW noonday show, is now making a guest appearance at the Famous Door.

Radio Editor Si Steinhauser of the Pittsburgh Press takes the air via KDKA tomorrow at 4:30 p.m., at which time he will present his theory on exactly how to put on a radio program and what to put on it.

Members of the dramatic staff of KSL, Salt Lake City, journeyed to Ogden, Utah in a Salute to Rotary. Lynn McKinlay, a recent addition to the announcing staff, narrated as the Voice of Rotary.

Jack Draughon, owner of WSIX, Nashville, has been confined to his home for the past week on account of illness.

Action of Phil Hoffman of WNBX, Springfield, Vt. in taking out UP ticker as an economy move spurred station salesmen to more and better news sales. Result: UP machine is now back in operation with nine of station's eleven news periods sold.... WNBX has been added to Chesterfield station list. Programs are being plugged in a screen tie-up in a dozen New Hampshire and Vermont theaters.

The jointly sponsored "Your Amusement Hour", which folds on WLAC, Nashville, this week will be replaced by "Paramount on the Air", a half-hour Sunday afternoon program featuring staff artists and Mary Elizabeth Hicks at the console of the Paramount Theater organ.

Clemintine Allen, Birmingham playground supervisor, who received a Kate Smith "Command Appearance" for holding a mad dog until her pupils could reach the school building safely, made her actual radio debut on WAPI, Birmingham. Sportscaster Hal Johnson interviewed her as well as the man who later was nominated for the Kate Smith airing.

WKY, Oklahoma City will air a weekly program for the local Better Business Bureau which is designed to aid the public in ferreting out rackets before any money is spent. Programs are dramatized skits prepared by NBC for re-broadcast throughout the country.

Aladdin's Kitchen, daily program heard over WJSV, Washington will have Eileen Scott Williams as a regular Friday feature, it was announced by Larry Elliott, producer and emcee of the show. Miss Williams is well known to Washington women as an expert on beauty culture and kindred subjects.

M-G-M Maxwell Program Shortwaved to London

"Good News of 1938," the Maxwell House M-G-M radio show, will be re-broadcast to England next Thursday night as a salute to the opening of "A Yank at Oxford," in London. Several members of the cast will be introduced by Louis B. Mayer from Hollywood over the transatlantic hook-up, with the program going directly into the theater at the conclusion of the picture. Louis K. Sidney arranged the broadcast.

Chesterfield Sports Set on Split Webs Apr. 18

The Chesterfield sports program on the split NBC-Red and Blue networks get under way Apr. 18. Paul Douglas, (CBS) announcer, will be the spieler, Mon. through Sat., 6:30-6:45 p.m.

Blue stations, which are a part of network, include WBZ-WBZA, KDKA, WXYZ and WENR-WLS. KGKO, Fort Worth, and KTOK, Oklahoma City, new NBC affiliates, will start to take series on May 2. Contract is signed for 24 weeks through Newell-Emmett, Inc.

SAN ANTONIO

A new air show along the musical lanes at KABC is titled "Swing-Copation."

Tommy Hudson, formerly on the KTSA spieling staff, has returned to Houston, the old home town.

Godfrey ("Fritz") Kuler, has left KTSA as announcer to work for KTAT, Fort Worth, Tex.

Starke Bros. music store is sponsoring the "Heidelberg Grenadiers" thrice weekly over KMAC as a studio program.

Boots and His Buddies, colored recording artists, have returned to KONO for a series of studio broadcasts.

"Get Acquainted With The Browns" is the name of Sports-commentator Tee Casper's Sports Parade series now running on KMAC.

Frank Stewart, KMAC spieler, is slated to handle the Negro amateur show to be held soon in the Colored Auditorium.

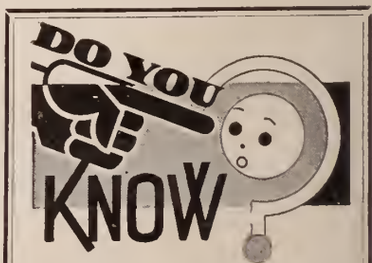
WOAItems: Miss Alma Chambers, expert culinary artist was interviewed by Woman's News Editor Leona Bender on her "Women's Page of the Air" recently. Miss Chambers has traveled extensively and cooked in many lands, really gave the listeners many interesting and helpful hints . . . President Hugh A. L. Halff and General Manager Beeman Fisher are back after attending a Texas Quality Network confab in Fort Worth . . . Publicity Department has gotten out a one-page dodger plugging Lew Valentine's "Dial A Smile," a daily except Sunday morning studio program.

LINCOLN

Jack Hanssen has spotted Fletcher Henderson on KFOR for a talkfest, no music, when the colored swinger plays his scheduled ballroom date here.

Bill Miller has a new program on KFAB called "Chapel Musings." Consists of hymns and philosophical chatter.

Hilton Hodges, WIBW, Topeka, Kan., aired all the Kansas high school tournament (basketball) last week. Incidentally, WIBW's Kansas roundup broadcast is now handled from the stage of the Fox Theater in Topeka.



Because of the difference between the speeds of radio and sound waves, a broadcast listener in California or a short-wave listener on the opposite side of the world, can hear a program broadcast from a N. Y. stage of a large studio before a spectator seated in the last rows hears it.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 59 NEW YORK, N. Y., FRIDAY, MARCH 25, 1938 FIVE CENTS

Petrillo Not Taking NAPA Offer

Chicago Labor Leader After Considering Local Obligations Realizes Drawback In Serving Other Interests

Chicago—Although James C. Petrillo, head of the Chicago Federation of Musicians has made no public statement regarding his attitude toward accepting the offer of the National Association of Performing Artists to head the organization, it is understood from sources close to the labor leader that he has no intention of taking the job.

Petrillo has already made it clear to NAPA that he would not sever his AFM connections and since returning here he is believed to have definitely decided that it would be

(Continued on Page 3)

MASON TAKING CHARGE OF NBC's SHORT-WAVE

Frank E. Mason, NBC vice-president and personal assistant of Lenox R. Lohr, network's president, yesterday was appointed director of all NBC short-wave activities.

In making the appointment Lohr said, "NBC along with other private broadcasters must see to it that the United States does not lag behind other nations in international short-wave broadcasting."

Mason is taking over the duties

(Continued on Page 2)

Ridge, Manager of WBIG Will Enter Political Race

Greensboro, N. C. — Major Edney Ridge, WBIG manager, has announced his candidacy in the Democratic primary for the nomination to represent North Carolina's sixth district in Congress. Among the eight candidates he was the first to de-

(Continued on Page 2)

"Full Consideration" By RFC For Radio Loans

Washington Bureau, RADIO DAILY

Washington—While no requests are pending on RFC books from the film or radio industries, the RFC will give "full consideration" to any picture or radio application backed by the necessary loan, Chairman Jesse H. Jones

(Continued on Page 3)

Heavy KLZ Schedules Work Engineers Overtime

Denver—With play-by-play broadcasts of games played during the National A. A. U. Basketball Tournament added to an already heavy

(Continued on Page 3)

Special Static

Portland, Me.—Mrs. Cecilia Fieldman, whose electrical equipment to remove warts and moles made it impossible for her neighbors to hear certain programs, was fined five dollars in municipal court. Witnesses, including several policemen, testified that reception within the radius of 200 feet was blotted out.

$3,000 Sets

Philadelphia — Rich Indian rajahs who go in for bejewelled cabinets, rare woods and similar luxuries are being offered $3,000 radio sets. Philco's British affiliate has had sets designed by American industrial designer Raymond Loewy.

ACA STARTS NEW DRIVE TO ORGANIZE PERSONNEL

Following the recent shake-up in the American Communications Assn., headquarters regarding personnel and policies, it has been learned that organization is now in the midst of its largest drive to sign new stations nationally. Affiliated with the CIO, organization will stick to the policy recently inaugurated whereby new

(Continued on Page 2)

Mutual Signs for BBC's Wimbledon Tennis Match

Mutual Broadcasting System has signed for BBC's versions of the Wimbledon tennis match and is seeking to get a British okeh to record the event. If approval is granted, Mutual will rebroadcast the match in the evening, as the actual broad-

(Continued on Page 2)

Velotta Assists Carlin

Thomas Velotta of the NBC sustaining division has been promoted to assistant to Phil Carlin, sustaining department head. Velotta takes over the post vacated by Bill Card. At one time Velotta was connected with Richard Patterson's office, NBC executive vice-president under the former regime.

TWO-HOUR DEDICATION FOR COAST CBS STUDIOS

CBS yesterday announced plans for a special two-hour dedicatory program over its entire network from the new CBS building and studios April 30. Program, which will come from the new auditorium-studio where 1,000 people will be viewing

(Continued on Page 2)

Wattage Tax Is Feasible Cong. J. J. Boylan Insists

Washington Bureau, RADIO DAILY

Washington—Disregarding the recent blast of FCC Chairman Frank R. McNinch, Congressman John J. Boylan (N. Y. Dem.) in a statement issued yesterday declared that he was convinced that the profits made by the broadcast stations more than justified the enactment of his bill taxing stations on a wattage basis. "I feel certain radio stations

(Continued on Page 2)

WHAI to Open April 30

Springfield, Mass.—Final approval of plans for WHAI, Greenfield, to be operated by John W. Haigis, has been received from FCC. Tentative dates for the dedication of the station and public opening have been set by Haigis for April 30 and May 1. While the studio in the Mansion House has been practically completed with

(Continued on Page 3)

KYW TO CONTROL SONGS PLAYED FROM STUDIOS

Phila.—KYW through program director, James Begley, has ruled that music representatives, hereafter, if they wish to give professional copies of music to staff artists, must give them to librarian Arthur Hinnett and they become the property of the station. The program department effective immediately, is in full charge of song selections for all programs.

The ruling states also that the pro-

(Continued on Page 3)

RCA Facsimile Tests Set for April by WOR

RCA's experimental facsimile devices are expected to be installed as part of WOR's equipment within a month. At present, the New York

(Continued on Page 6)

Kate Smith As Commentator May Be Spotted By Gen. Foods

Pickford Cosmetic Test

Mary Pickford Cosmetics, Inc., will run a test radio series beginning early in the summer it was learned yesterday. New concern has appointed Campbell-Ewald Co. to handle its advertising. Entire campaign, including radio, is still in the first stages, and is not expected to be ready for another month at least, it was announced.

Kate Smith, under a special contract with Columbia Broadcasting System, will begin a thrice weekly series of news and human interests commentaries beginning April 4. New series, which will be started on a sustaining basis, will be heard for first two weeks at 3:30-3:45 p.m. Monday, Wednesday and Friday over a coast-to-coast CBS network. Ted

(Continued on Page 3)

Such Service

El Paso—KTSM is presenting a daily "Measle Club" program for school children at home with the measles. Show, which was conceived by publicity director Conrey Bryson when his daughter broke out with the sickness, consists of kid tunes and stories told by program director Roy Chapman.

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M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Thursday, Mar. 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	124½	123¼	124	— ¼
CBS A	16	15½	16	+ 1¼
CBS B	15¾	15¾	15¾	+ 1¼
Gen. Electric	34¾	33¼	33⅞	— ⅛
RCA Common	5⅝	5⅜	5⅜	— ¼
RCA First Pfd.	44⅞	43⅞	44	— ⅜
Stewart Wanrer	8	7⅞	8	+ ⅛
Westinghouse	79	76	77	— 1⅛
Zenith Radio	12¼	11½	12¼	.....

NEW YORK CURB MARKET

Nat. Union Radio	½	½	½	.....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¼	5¼

Mason Taking Charge of NBC Overseas Programs

(Continued from Page 1)

formerly handled by Percy Winner who resigned some weeks ago. Mason is well informed in international affairs having served as a captain in the AEF intelligence service. Later he became president of the International News Service.

He has been with NBC for seven years, serving as vice-president in charge of publicity and more recently as director of station relations. He speaks several languages fluently.

Ken Murray Renewal

Ken Murray has been renewed through July 29 as emcee of the Hollywood Hotel program by Campbell Soup Co. Frank Parker, who takes over singing duties from Jerry Cooper on April 1, is the only personnel change being made in show at present. Program is heard on CBS Fridays, 9-10 p.m.

MARTIN BLOCK'S
"Make-Believe Ballroom"
A WNEW FEATURE
1250 Kc.
9:15 TO 11 A. M. 5:30 TO 7 P. M.

STATIONS OF AMERICA

Highlights in the Development of Outstanding U. S. Radio Stations

WWL—NEW ORLEANS

850 Kilocycles—10,000 Watts

VINCENT CALLAHAN, General Manager

FROM 10 to 50,000 watts. Such will be the record of WWL in July, 1938. In 1907, as an experiment of the physics department of Loyola University, WWL, which claims to be Louisiana's oldest station, came into being. Beginning with an aerial, picking up coded wireless messages, they soon added a crude transmitter to enable two way transmission. During the world war, the University placed its radio facilities at the service of the Federal government, and at the close of the war turned its attention to erecting an up-to-date broadcasting station. The Department of Commerce licensed WWL to operate with a power of 10 watts, and, on March 30, 1922, the station debuted with a concert from Marquette Hall on the Loyola campus.

By 1924 power was increased to 100 watts, and in 1928 to 500 watts, with a new transmitter and studios. Gradual increase of power continued until, on Easter Sunday 1929, a new 5,000 watt transmitter went on the air, and the station adopted a commercial policy. Not much later the studios moved downtown. They are now at the Roosevelt Hotel. On Oct. 2, 1932, with 10,000 watts, the new RCA antenna sent a stronger WWL out on the air. Despite a commercial policy, WWL does not lose sight of the educational and cultural side. It was among the first to broadcast local symphony orchestras, carry musical appreciation lectures, and develop talent for entertainment. WWL not only carries CBS commercial and sustaining programs, but devotes time to local activities. Recently, the FCC approved its application for power increase to 50,000 watts, the new transmitter to be in operation officially in about three months.

ACA Begins a New Drive to Get Station Members

(Continued from Page 1)

drive will include, in addition to the technical help, all other station employees including office help and talent.

Organization has already received one serious setback when it was learned that sentiment among AGRAP members has switched from CIO to an independent organization. However results of the AGRAP balloting have not as yet been revealed and outcome may be different from present indications.

Complete plans for the drive currently call for concentrated effort towards the technical employees, with talent drive still in its infancy and due for considerable thought and work before it can be put in actual operation.

Gross Tax Not Feasible Says Congressman Boylan

(Continued from Page 1)

can pay this tax," Boylan said. "Various members of both branches of Congress have at times suggested that this situation should be remedied, but all the suggestions were in the form of gross revenue or net income. This form of taxation with the varying sums and the large amount of labor involved is obviously not as workable as the one outlined in my bill." Boylan said that Congressman Thompson, Chairman of the subcommittee had not as yet set a date upon which to hold hearings on the bill. The proposed special tax, Boylan said, will be no burden on the broadcast industry as it represents less than six per cent of the revenue of the industry.

Mutual Signs for BBC's Wimbledon Tennis Match

(Continued from Page 1)

cast will be heard here in the morning hours.

Officials of the Wimbledon Lawn Tennis Assn. have been attempting to arrange with American networks for direct individual broadcasts rather than the BBC airings, but Mutual is taking the British network broadcasts.

Ridge, Manager of WBIG Will Enter Political Race

(Continued from Page 1)

clare himself, "100 per cent for the new deal." Major Ridge, a native of Greensboro, has had a distinguished career in the army where he served under General Pershing in Mexico and France; in newspaper work as part-owner and manager of the Greensboro Record; and at present in radio. He is married and very active in local affairs, especially those of the American Legion and Veterans of Foreign Wars.

Between Broadcasts

Eric Rolf, CBS announcer, will be married April 15 to Ruth Warrick, radio actress and singer. Marriage is set to take place during the early and repeat Boake Carter airing, of which Rolf is the announcer.

More Power for Your Job!
WABY
ALBANY, N.Y.
NEW EQUIPMENT... NEW PUNCH!

COMING and GOING

DONALD W. THORNBURGH, CBS vice-president, leaves the Coast Sunday en route to NAB Directors meeting in Washington. He will spend a few days in New York before returning on April 6.

VIRGINIA VERRILL flying to New York for a benefit appearance after her Jack Haley show tomorrow night.

BENNY KRUEGER, orchestra leader, has left for a vacation at Pinehurst, N. C.

JACK R. POPPELE, WOR Chief Engineer, and MRS. POPPELE leave for Europe on April 6.

FRANK GILLMORE, president of the Assn. of Actors and Artists of America, and PAUL N. TURNER, counsel for Radio Actors Guild and Actors Equity, are leaving town today for a cruise to Lima, Peru, aboard the Santa Barbara.

JOHN SHEPARD, III, president of the Yankee and Colonial networks, is in town.

NORMAN SIEGEL, radio editor of the Cleveland Press and NEA, is in town for a few days.

MURRAY GRABHORN, general manager of International Radio Sales, and NAYLOR ROGERS, Chicago head of the same firm, are in Los Angeles.

JACK GROSS, manager of KEHE, Los Angeles, is en route to New York.

BESS FLYNN, Chicago radio author, in town on business.

EDWARD WOOD, sales manager of WGN, is a New York visitor.

New CBS Coast Studios Will Get Big Sendoff

(Continued from Page 1)

the proceedings, will be aired from 11:30 a.m.-1:30 p.m. Also set for the same day are a series of special programs for the Pacific Coast group of CBS.

Special dedicatory program will feature one of the largest gatherings of radio and film luminaries ever brought before the microphone at one time. Leading commercials already set to emanate from the new studios include Lux, Rinso, Campbell Soup Co., Camel Cigarettes, Cocomalt, Gulf Oil and others.

KYW Packs In April

Philadelphia — KYW expects to move into its new building sometime in April. The building, which is now more than three-quarters completed, was delayed by building and trucking strikes. Contract for several thousand dollars' worth of office furniture was recently completed.

THE SONGBIRD OF THE SOUTH
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

PETRILLO TURNING DOWN NAPA'S FANCY OVERTURE

(Continued from Page 1)
impossible to look after his Chicago interests and that of the NAPA also. Important among his outside activities is his directorship of the Chicago Parks system with its attendant political ramifications.

Also understood that Pres. Jos. N. Weber of the AFM never did like the idea of Petrillo and the NAPA tieup especially with the widespread publicity it received as a result of the tentative $100,000 fee mentioned for the former. NAPA is seeking to collect royalties for use of records on the air, for its artist members.

KYW to Handle All Songs Played in Its Studios

(Continued from Page 1)
gram department will choose all songs and that the singer will have no choice in the matter except to reject a number that would be inappropriate. Policy is based on the point of view of listener interest and adapting songs to the artist; and that neither the station, artist or music companies' representatives would be obligated to one another.

On sustaining shows Al Watton of the program department will select the songs. James Harvey will seek to pick them for the local commercials, and Jan Savitt, station's musical director, for his own band.

A list of the songs to be used on shows will be on file at the reception desk a week in advance and can be seen by any accredited representative.

"Full Consideration" By RFC For Radio Loans

(Continued from Page 1)
said last night in clarifying the administration's advance plans of expanding industry financing, particularly to small business.

Jones said the RFC will "continue lending to both small and large industry" while a committee headed by Treasury-Secretary Morgenthau prepares for President Roosevelt a detailed plan for speeding business credit.

Previously some small businessmen have considered RFC loan-making similar to bank financing as "conservative".

EXCITING NEW PATENTED
PREMIUM
Available to National Radio Sponsor
ROY POST, *Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEAF, 7:30 P.M.; author of game "Jury Box" . . . now offers for premium use*
UNIQUE NEW PATENTED
Picture Mystery Card Game
A fascinating new $1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.

NEW PROGRAMS—IDEAS

Old Inhabitants

In an effort to acquaint newcomers with the history of the city and its surroundings, KFRO, Longview, Texas, presents each week a long-time resident in an interview concerning things they remember about the vicinity which is the center of the eastern Texas oil fields. Program, conducted as a living room chat without prepared continuity, has revealed many unknown facts about the area and is particularly appropriate due to the many newcomers in the listening audience. Title is "Little Known Facts About Longview and East Texas".

Aviation Feature

National Aeronautics Association and the Denver Junior Chamber of Commerce, KLZ is launching a new aviation feature designed along educational lines with the full backing supplied by four major airlines.

The program, "Wings Over America," is broadcast on Friday evenings under supervision of Howard R. Chamberlain, production manager, who is an avid aviation enthusiast. The show is built around the adventures of Jack Knight, the air mail and commercial veteran who has spent more than 18,000 hours in the air as a pilot. As the show progresses, various contests will be announced, with suitable awards.

Blessed Event No. 8,000

On Friday, April 6, WDAS is prepared to broadcast the 8,000th birth of an infant at the Mt. Sinai Hospital. However the hospital is still guessing at the date not being very certain if it will fall on time. The staff at the station is undergoing all the anguish and expectancy of an expectant father, as 7,975 babies have been born to date. If and when it arrives on time, program will be broadcast from the hospital with added starters participating. Not only will the first baby born in the hospital be on the air but the 1,000th, 2,000th and every thousand till 8. The newest arrival will be represented by his father.

Sponsor's Own Contest

The gag between radio swingsters and anti-swingsters turned to a new battlefield in the Twin City area this week as a local advertiser is sponsoring two programs a day over radio station WDGY—one program dedicated to the original versions of old music favorites, the other to the modern swing style.

An early morning broadcast features the original orchestrations of such favorites as "Loch Lomond", "Ciribiribin", "Liebestraume" and others while a second broadcast following later in the same morning repeats the earlier program.

Heavy KLZ Schedules Work Engineers Overtime

(Continued from Page 1)
schedule, engineers at KLZ worked overtime last week, handling a total of sixty-seven remotes. To further complicate things, a new program, remoted from Denver's public market building six mornings a week, got under way.

In addition to the basketball games carried locally by KLZ, accounts of five separate contests were fed to KVOR, affiliated station located at Colorado Springs.

WHAI To Open April 30

(Continued from Page 1)
some of the furnishings already in place, work on the tower and power house have been delayed pending approval of the FCC.

Contracts will be closed this week with one of the big networks, Mr. Haigis said. The station will operate from 7 a.m. to 8 p.m. during the summer.

Kyser to Paramount, N. Y.

Chicago—Kay Kyser's Kollege of Musical Knowledge, has been set for fortnight at New York Paramount theater last two weeks of April. Also goes to Pennsylvania roof on June 1 for summer. Held over here at Chicago theater for part of second week where he has been packing them in despite usual Lenten lull in business. Also doubling at Blackhawk and doing his Lucky Strike show.

GENERAL FOODS EYES NEW KATE SMITH SHOW

(Continued from Page 1)
Collins will act as announcer, writer and producer. After first two weeks program will switch over to an evening period.

General Foods, now sponsoring Kate Smith Thursday nights over a nationwide network, has been advised of the new series, and though not definitely approving, has not turned thumbs down on the show. Sponsor at present is bankrolling Mary Margaret McBride five times weekly over CBS in same type show. However, RADIO DAILY has learned that General Foods, Inc. at present is considering taking over the new Smith shows also, and in addition other national accounts are at present making overtures to Collins.

Thursday night airing will not be affected by the added shows, with new programs airing under the special CBS contract. Also in the works at present is a newspaper syndicate series which is in the hands of the McNaught Syndicate.

Radio Voices Dub Film

Garnett Marks, George Tiplady, Mary MacCormack and Noel Mills were radio's representatives in the French religious film, "The Life of Sainte Therese", which was completed by Franz Telewski of the International Production Studios. Their voices were dubbed in the English translation of the original French dialogue.

If You Lived in Flint
WFDF
the only station in Flint
Primary pop.--253,210
Radio Families, (primary)---52,898
Annual Retail Sales, (Flint only) $37,094,000
. . . . where there's only one Radio station in the city . . . chances are you'd listen to that station (WFDF) almost exclusively . . . BECAUSE . . . clear reception . . . local sentiment . . . highest quality entertainment . . . then multiply this "one city-one-station" exclusive set-up seven times . . . add WXYZ (key station) Detroit . . . and you have, figuratively speaking, an advertiser's paradise
MICHIGAN RADIO NETWORK
WXYZ KEY STATION


DETROIT MICHIGAN
The Paul H. Raymer Co., Representative



PHIL WRIGLEY, exec of William Wrigley Co., personally ordered name of new Wrigley show changed from "Sing and Swing" to "Just Entertainment." Figured that all the recent criticism of swing would turn more listeners away from show than attract. Wrigley had show featuring George Devron's music on CBS two years ago titled Sing and Swing.

Commander E. F. MacDonald Jr., president of the Zenith Radio Corp. and party have landed at Miami, and returned to Chicago by train after almost three months cruising in the Caribbean and South American waters.

Loyal Rosseau handling broadcast on WGN Thursday of Stanley Cup championship hockey match in absence of Bob Elson who is in Los Angeles scouting the Cubs and White Sox.

George W. Gass of Chicago Heights, xylophone ace, goes to Cincinnati this weekend to be featured with Frank Simon's band on Armco Ironmasters concert.

Manhattan Mother, starring Kaye Brinker, which has been local sustainer, goes to full network starting next Sunday in spot vacated by Vick's Open House. Louise Fitch, Ken Griffin, Dan Sutter, John Walsh and Marie Hammond also are in it. Orrin Tovrov is author.

Betty Lou Smth, formerly secretary to Harry Mason Smith, WBBM sales chief, has gone to Hollywood and is organizing tours for Columbia's new studios there.

Ed Aleshire, vice president Benton & Bowles, Chicago, to California to visit wife who has wintered there.

Aged father of H. Leslie Atlass, Columbia vice president, and Ralph Atlass of WIND and WJJD, seriously ill. He is confined to Henrotin Hospital.

Associates of James C. Petrillo, AFM chief, threw a birthday party for him.

Ed Thompson, radio editor of "Milwaukee Journal," and Bob Boyd of same paper, down for Wrigley show opening and Boris Karloff party at NBC.

A. H. Walls, radio and music editor of the Saskatoon, Sask., Star Phoenix, stopped off to visit various studios here before going on to Toronto.

Catch the ★★★
ANDREWS SISTERS
on the Wrigley Program
"Bei" Gum
They're Terrific!
Mon.-Fri., 7-7:15 p.m., EST., CBS



● ● ● From Our Little Red Book!....Benny Goodman and Victor are at war because Goodman recorded a tune not assigned to him....Don Ameche will be off this Sunday's Chase & Sanborn hour again because of illness....Edward G. Robinson is slated to do a bit of Judge Crater on "Big Town" shortly....Paula Gale will be the singer on the Joe Penner show ....Vaughn De Leath starts a weekly series on NBC tomorrow....CBSustaining artists will be notified of changes within the next few days.... Beetle will be absent from the Phil Baker show Sun. because he's driving east....Summer shows at Young & Rubicam to replace Gulf and Town Hall will be decided on within the next two weeks....Hammerstein's Music Hall, which bowed off the airlanes last week, opens today in Providence as a vaude unit with Ted Hammerstein, Fritzi Scheff, Eddie Leonard and Bernice Claire....MBS will send Johnny Johnstone and guest artists to Europe so that they might return aboard the New Amsterdam with the Queen of Holland. Network has an exclusive broadcasting tie-up and will shortwave from mid-Atlantic week of April 26....Ginger Johnson will be in charge of NBC's popular music dept., and Joe Lilly in charge of NBC's arrangers....Mrs. Martin Johnson will appear at Carnegie Hall next Friday nite with the initial showing of her African jungle picture—which is dedicated to her late husband.

● ● ● *There'll be a merry, though serious-minded host of folks taking the Don Davis trip to Europe, July 15...The president of WHB, Kansas City, is heading a party which will visit England, Holland, Belgium, Germany, Luxembourg and France to not only sight-see but to combine a study of European radio with pleasure....Don originally planned the trip for himself and his family, but the travel agency convinced him that radio people would like to go along.... That's how the idea started and that's why American radio men are planning to look over European version of "wireless" with Don.*

● ● ● Benny Fields, Mary Small, Jerry Mann and Block & Sully are in the throes of signing as CBS artists....A serial takes the time vacated by Blackett, Sample & Hummert on CBS Fri. nites...."Hollywood Showcase" takes over the Sun. nite, 10-10:30 spot on CBS with Lud Gluskin's crew and Simeone Chorus....Lanny Ross is slated for a Hit Parade shot....Florence Freeman is written out of the "Big Sister" scripts to await a new tenant.... Last Sat. nite when CBS staged a special broadcast on which Hollace Shaw, Ray Heatherton and a 50-piece symphony orchestra presented several classics and Maxine Sullivan and Leith Stevens' Sat. Nite Swing Club offered swing versions of these same classics to settle the controversy raging because Leo Fitzgerald of WJR, Detroit, cut Tommy Dorsey off the air.... Miss Shaw, Heatherton and the symphony orchestra performed only special arrangements on this show—which were made for this occasion by Leith Stevens—who was competing as a swingster!

● ● ● *Wm. C. Gillespie, General Manager of KTUL, Tulsa, and Mrs. Gillespie and small son, narrowly avoided serious injury last week when en route to Oklahoma City they were caught in a severe hail storm....Hail stones as big as baseballs badly bruised all three and virtually demolished the body and top of their automobile....There's an interesting little story back of the theme song used by Benne Alter on the "Mapleside Melody Time," program over WMT, Cedar Rapids, Ia....The song has been transcribed by Frank Voelker, radio's blind organist, but the unusual angle is that the melody is an original composition written by the sponsor, a Hatchery man....Composing music is a hobby of his.*



KMPC is joining the "Buy Now" campaigns in an effort to aid local business. Station plans a series of announcements and brief dramatizations calling attention to the relationship between retail sales and employment, pointing the argument with the fact that sale of a new automobile means 511 man-hours work, or a new vacuum cleaner 47½ hours. Campaign is the brain-child of Leo Tyson, general manager of the station.

Jimmy Vandiveer, conductor of KFI's "Meet Some People", professes to believe that announcers don't get enough opportunities to talk.....so he's staging a "Fast Talk" contest to permit of five KFI-KECA mikemen determining which of them can say the most in the least time over KFI. Hal Styles of KHJ's "Help Thy Neighbor" fame, who allegedly holds the world's record of 512 words per minute, will launch the speed demons on their vocal pyrotechnics with a word or two of his own.

Zeke Clements and his yodeling cowboys take a new time on KFWB. Formerly heard at 8:30 a.m. Mondays thru Fridays, the program switches to a 3:30-3:45 p.m. groove.

YOWSAH!
YOWSAH!
YOWSAH!
Thanks
U. S. RUBBER
and
BEN BERNIE
For Renewing Our Writing Contracts
PARKE LEVY
and
ALAN LIPSCOTT
(Mgt. HENRY SOUVAINE, Inc.)
ALBERT MILLER
(Mgt. WILLIAM MORRIS, INC.)

GUEST-ING

BASIL DAVENPORT, critic, on Book-of-the-Month program, today (WQXR, 7:30 p.m.); MARQUIS CHILDS, journalist and author, tomorrow (8:00 p.m.); MARY H. COLUM, author and critic, March 27 (8:00 p.m.); MONROE LEAF, editor and author, March 28 (7:30 p.m.).

MAX LERNER, editor; THOMAS P. LAYER, N. Y. State Commander of the Veterans of Foreign Wars; DR. J. MAX WEIS, researeh director of World Peaceways, on World Peaceways Symposium program, March 28 (WQXR, 9:00 p.m.).

ALAN GERARD, baritone, on Benay Venuta's program, tomorrow (MBS, 2:00 p.m.).

DOROTHY DETZER, National Secretary of the Women's International League for Peace and Freedom, interviewed by Marsha Wheeler on Personalities on Parade, tomorrow (WKRC, 6:15 p.m.).

BUD FISHER, cartoonist, on The Cartoon Club of the Air, March 27 (WNEW, 6:45 p.m.).

TEDDY HART, stage star, interviewed by David Lowe on Sound Track program, tomorrow (WNEW, 7:00 p.m.).

MADAME MARIA GREVER, composer of Ti-pi-tin, on Horace Heidt's Brigadiers program, March 29 (NBC-Blue, 9:00 p.m.).

ALICE BRADY and EDGAR KENNEDY, screen players, interviewed by Feg Murray on the Bakers' Broadcast, March 27 (NBC-Blue, 7:30 p.m.).

SAM TAUB, boxing announcer, and HERB WEAST, sprinter, interviewed by Joco Maxwell on Sports Parade, tomorrow (WLTH, 6:00 p.m.). 6:00 p.m.).

DICK FORAN, film star, on Encore Theater of the Air, April 6 (KFWB, 8:30 p.m. PST.).

ARTHUR P. SEWALL, curator of the Flag House, Baltimore, on Maryland Day program, today (WBAL, 5:30 p.m.).

BARBARA STANWYCK in "Dark Victory" on Lux Radio Theater Apr. 4 (CBS, 9 p.m.).

GEORGE RAFT, DOROTHY LAMOUR, LYNN OVERMAN, and AKIM TAMIROFF on George McCall's program Apr. 5 (CBS, 7:15 p.m.).

Aintree Race on Mutual

Mutual via the BBC on Friday, 10-10:30 a.m., will broadcast a description of the running of the Grand National direct from Aintree, Liverpool, England.

ORCHESTRAS - MUSIC

By TED LLOYD

AFTER A HEATED DISCUSSION the other nite at which music publishers tied up with picture companies decided to calculate song performances on WOR, WABC, WEAF and WJZ from EIGHT A.M. till ONE A.M. as "major plugs" instead of the usual 5 p.m. till one a.m. (less WOR)—the deal to start doing so beginning tomorrow morning was held in abeyance after a meeting in the offices of Buddy Morris, head of the Warner Brothers' music subsidiaries!....At this meeting with Morris was Max Dreyfuss and Henry Spitzer, representing their indie firms, Chappell, Marlo and Crawford Music ....The latter two are definitely against such a move by Famous, Paramount, Robbins, Miller, Feist, Witmark, Harms, Remick and Berlin music companies ....As pointed out here yesterday, such action would necessitate large additions in the staffs of the various firms, who believe that the time from 8 a.m. till 5 p.m. is just as important for the sale of sheet music, if not more so, than the time from 5 p.m. till one a.m.....Contending that there are just as many sponsored programs in the daytime as in the evening, the shows not covered now should be concentrated on!....Last word on the matter at press time, was that another meeting will be held today to give other publishers a chance to voice their opinion on the subject. If the count under the new system doesn't start tomorrow, it is definite to begin next Sat.....Those in favor of the change of setup will have their own report sheets and those against the proposition will remain under the present system is the way one publisher explained what the future held in store....In any event, the unemployment crisis will be solved pronto and men will be put to work! Ascap ratings will not be concerned as it tabulates from 8 a.m. anyway.

"Baron" Elmore White, last week discharged as gen. professional manager for Paramount Music in the company's economy wave, yesterday received the final papers from the coast, making him a partner in the firm of Kalmar-Ruby, west coast publishing firm....White will be in charge of the East with Jimmy Durkin assisting. Offices are located at 1619 *Broadway—one door away from White's sitting room at Paramount!*

Orrin Tucker's first WOR-MBS show from the Roosevelt Hotel had Guy Lombardo prior bandmaster there, welcome Tucker to NY....The band didn't have much of an opportunity to show its originality on the initial shot because Kay Thompson, Jean Sablon and Hildegarde came on as guestars and said a few words besides singing a few tunes....However, Tucker has another slant on the "singing title" idea—that of having a duet sing the title and a vocalist take over the balance of the tune ... Band, armed with the duet, vocalist, Glee Club and Tucker's voice, will prove a mild sensation during their stay at the NY hostelry—it is our humble opinion!

REVIEW OF THE REMOTES: Dick Gasparre's crew coming through NBC-Red from the Ambassador Hotel in N. Y. the other nite sounded a little flat and in delivering their theme and we switched to Frank Dailey's crew via CBS....This band played melody that was pleasing. Especially, "In a Garden in Granada" a tuneful ditty....Bert Block was on NBC-Red with his "bell music" from the Rainbow Grill. It was refreshing to some extent....Turning back to Gasparre's music we found the band rushing through medley after medley, apparently anxious to get a number of songs aired.

NEW BUSINESS
Signed by Stations

WOR, Newark: Childs Restaurants, The Musical Gym Clock, through Blackett-Sample-Hummert.

KTSM, El Paso: Imperial Furniture Co., The Varsity Show; El Paso Petroleum Co., We the Jury, ETs; Harry Mitchell Brewing Co., time signals; Standard Oil Co., news program; Electric Refrigeration Bureau, Field Parker Co., W. T. Grant Co., Modern Stationery Co., Rogers Hoyt Furniture Co., Allen Arms and Cycle Co., and Warner Drug Co., El Paso Spring Fiesta Day participation programs.

WGN, Chicago: "What's My Name", audience participation program for Phillip Morris & Co. Ltd., 13 weeks effective March 25, through Biow agency. Thomas Conrad Sawyer, Manhattan Soap Co. for Sweetheart Soap, 2-a-week transcriptions, effective March 28 for 52 weeks, through Milton Weinberg Advt. Co. Los Angeles. Participation in Home Management program by Allen B. Wrisley Co., makers of Olivilo soap, effective April 4, through Behel and Waldie, Chicago.



"Swing it, Bob! They're sure to catch us with that Western Electric Salt-Shaker!"

STATION-STUDIO and TRANSMITTER

EQUIPMENT

NEW DEVICES and IMPROVEMENTS

Latest Technical Developments and Activities in Radio and Television

WBOW Planning Move To New Studios in June

Terre Haute—A three story residential building has been purchased by WBOW to house its new studios and offices. The new location will provide room for four studios and office accommodations as well as a recreation room for employees. W. W. Behrman, station director, also plans to carry out the old-fashioned atmosphere of the building, and marble fireplaces, walnut trims and other fixtures will be refinished in keeping with the new location.

After the remodeling is done, a smaller building on the property will be altered into a WBOW playhouse. Station expects to move in June 1.

New French Coaxial Cable

Paris—A coaxial cable for television transmission is being installed between the northern regions of France to Paris. Three transmitters are also to be installed at Bordeaux for communication with Paris, Toulouse and Limoges.

Rome—A television transmitter operating on seven meters will be installed at Mount Mario, near here. Italy has been paying close attention to television progress and, despite the death of Guglielmo Marconi, continued research is being made. The new transmitter will swing into action this summer.

Belgium Plans Big Studios

Brussels—Plans are being made by the Belgium government for the construction of La Maison de Radio et Television. There will be 17 studios and they are expected to be the largest in the world. One of the studios will be 15,000 cubic meters in size. Installation of 300 amplifiers is also being planned now.

Mile of Sound

Washington Bureau, RADIO DAILY

Washington — Loudspeakers that could broadcast messages for a full mile were demonstrated early this week in Union Station. The broadcasts were made from a specially fitted pullman car by RCA engineers. Toby Wing, film actress, was a visitor to the exhibit which was sponsored by Southern Wholesalers, Inc.

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Double Features Next

(Special to RADIO DAILY)

London—London has 24 buses equipped with radios "to amuse the passengers." The installation has been made by the London Passenger Transport Board as an experiment with privately chartered coaches, but there have been persistent rumors that sets will be installed on regular routes. Board officials, however, are fearful that despite the fact that radio might "add to the general gaiety of our rather grim streets," arguments might arise over the selection of programs.

RCA Facsimile Tests Set for April by WOR

(Continued from Page 1)

station is testing Finch facsimile and will use both systems concurrently. Despite the fact that there are only five Finch receiving units in use for WOR's test, approximately 1,000 letters of inquiry have been received during the past month. Station plans to add to the present number of sets until 50 are distributed, as required by FCC regulation but inquiries are being answered with a letter and material explaining the function of facsimile. No sets, however, are being promised to those who inquired.

Facsimile set distribution is often held up, because of improvements that necessitate changing devices already distributed. Reception of facsimile broadcasts has not been limited to the New York area, though much experimentation is concentrated here. Reception has been reported by WHO, Des Moines and WHO's facsimile broadcasts have also been received by WOR. WHO is likewise experimenting with Finch apparatus.

RCA equipment will differ in some respects from its equipment in use between its New York and Philadelphia offices. Inter-office communication employs a separate channel for synchronization, while a single channel will be used by WOR. J. R. Poppele, WOR's chief engineer, is conducting the facsimile experiments.

Developments on the facsimile device of the late Dr. Fulton are expected to be resumed within the next few weeks. It is necessary for Fultograph to secure a majority approval from stockholders before proceeding further and a longer period of time than had been expected is necessary to receive stockholders' okehs. Several heirs, whose votes are needed, are abroad and there has been delay in reaching them.

WHFC Spending $40,000

Cicero, Ill.—More than $40,000 will be spent by WHFC to rebuild its studios this summer. Included in the plans is a studio seating 300 persons.

Special Set-Up For NBC's Symphony Shows

Musical critics have joined engineers in praising the reception of the NBC symphony orchestra, which is a result of the painstaking study made by chief engineer O. B. Hanson and his staff. Before the symphony series started, the NBC technicians decided that much of the criticism of radio reception was traceable to the fact that conditions under which the music was picked up were not controlled. Obviously, the thing to do was to control such conditions.

This was done by conducting experiments in acoustics and mike placement. The studio's (8-H) absorption and acoustical characteristics were studied and allowances were made for the sound-absorbent "material" furnished by the 1,500 people in the audience. After scientifically treated walls had been selected, the position of the mikes was determined. The velocity microphone was chosen. Recordings were made of rehearsals and tone signals were also broadcast over the network after stations had signed-off.

WGN's Building Plans

Chicago—WGN will start erecting its new 750 foot Truscon radiator on its transmitter site, which is 24 miles northwest of Chicago, about April. Completion is expected by May 1. Work will also begin in April on the transmitter house which is expected to be ready for operation in the fall. Foundations for the tower have been started.

Voltage Regulator Bulletin

Waltham, Mass. — A bulletin describing its voltage regulator has been issued by the Raytheon Manufacturing Co. Electrical characteristics, dimensions, stock ratings and prices on voltage regulators are included in the pamphlet.

$250,000 for Aust. Tele

Sydney — Approximately $250,000 has been earmarked for a television laboratory at Canberra by the Ministry of Post and Telegraph.

KFOX Shortwaves From Train at 80 Miles Per

Long Beach, Cal.—An experimental broadcast from a train speeding 80 miles an hour was made last week by KFOX. Lawrence McDowell, Lawrence Weston and Frank Goss installed KFOX's shortwave equipment, K1FO on a Santa Fe train and put over a series of five broadcasts on the train's initial run from San Diego to Los Angeles.

Transmitter, on 2150 kc., was anchored in the baggage car, immediately behind the engine unit and the antenna was strung on welded frame braces along the top of three cars behind the transmitter. Broadcasts were made from the engineer's cab, trains and on the observation car. Connected wires allowed for the insertion of amplifying units and microphones to allow broadcasts from any intermediate point in the various cars. Shortwave broadcasts were picked up near San Diego and run by direct wire to KFOX.

Pow-wow on Directionals

Chicago — A discussion on directional broadcast antennas was held at a recent meeting (March 11) of the Indianapolis section of the Institute of Radio Engineers at the Athletic Club. Dr. Victor J. Andrews spoke on the necessity for directional antennas. He also described the use of arrays of vertical radiators to obtain directional characteristics and examples of the placement of towers were given. Various features of design procedure were also discussed.

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☆ F. C. C. ACTIVITIES ☆

APPLICATIONS RECEIVED

Eastern Nevada Broadcasting Co., Ely, Nevada. CP for new station. 1500 kc., 100 watts, daytime.

Radio Service Co., Inc., Brunswick, Ga. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

EXAMINER'S RECOMMENDATIONS

Y. W. Scarborough & J. W. Orvin, Charleston, S. C. CP for new station. 1210 kc., 100 watts, 250 watts LS., unlimited, be granted.

WILL, Urbana, Ill. CP to increase power to 5 KW. be granted. 580 kc., daytime.

L. E. Gubb Seeking Repeal of Federal Radio Taxes

Phila.—A recommendation that the present Federal tax on radio sets be repealed or revised was made by Larry E. Gubb, President of Philco Radio & Television Corp. "This tax," Gubb declared, "was put into effect at a time when radio could be considered a luxury or semi-luxury. The growth of radio has been so rapid that the situation has changed radically in a comparatively short time."

He also stated that it is generally agreed that taxes on necessities should be avoided and that, today, radio is a necessity. He pointed out that there are more radios in use than telephones or cars and that radio follows newspapers in disseminating information.

Gubb's statement was made in connection with the radio set industry's drive to eliminate or reduce the present five per cent tax. If, however, complete repeal of the tax is not possible at present, the Philco exec suggests a reduction to two and a half or three per cent (same as the auto tax.)

Gets BBC Television Job

Montreal—David Hofman, 8 years CFCF announcer at Montreal, has been appointed television announcer of the BBC at Alexandra Park, London, succeeding Leslie Mitchell who goes to Britsh Movietone News. Job is considered very exacting as it bars the use of scripts. Unrehearsed comments are necessary.

BIRTHDAYS

SUN	MON	TUE	WED	THU	FRI	SAT
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

Greetings from Radio Daily

March 25th
Joseph Bell Mitchell Gertz

March 26th
A. L. Alexander

March 27th
Ned Wever

NEW PATENTS

Radio and Television

Compiled by JOHN B. BRADY, Attorney
Washington, D. C.

2,111,546—Electric Discharge Tube and the Like. John M. Bennett, Passaic. N. J., assignor to Hygrade Sylvania Corp.

2,111,587—Phase Modulation. Hallan E. Goldstine, Rocky Point, N. Y., assignor to RCA.

2,111,589—Amplifier. Paul F. G. Holst, Oaklyn, N. J., assignor to RCA.

2,111,598 — Frequency Indicating and Controlling Apparatus. Warren A. Marrison, Maplewood, N. J., assignor to Bell Telephone Laboratories, Inc.

2,111,602—Electron Discharge Device. Victor L. Ronci, Brooklyn, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,603—Phase Modulation. George L. Usselman, Rocky Point, N. Y., assignor to RCA.

2,111,625—Electron Discharge Device. Raymond A. Heising, Summit, N. Y., assignor to Bell Telephone Laboratories, Inc.

2,111,626 — Ultrahigh Frequency Generator. Raymond A. Heising, Summit, N. J., assignor to Bell Telephone Laboratories, Inc.

2,111,636 — Antenna. Nile E. Lindenblad, Rocky Point, N. Y., assignor to RCA.

2,111,649—Electron Discharge Device. Albert G. Thomas, Lynchburg, Va.

2,111,665—Signaling System. Clarence W. Hansell, Port Jefferson, N. Y., assignor to RCA.

2,111,694—Remote Control Mechanism. Heinrich Schroder, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose, Telegraphie m.b.H.

2,111,702—Circuit Arrangement for Amplifying Electric Oscillations. Maximiliaan J. O. Strutt, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,111,736—Automatic Volume Control with Noise Suppression. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,737—Local Oscillator Circuit Tuning Device. Walter van B. Roberts, Princeton, N. J., assignor to RCA.

2,111,738—Tuning Arrangement for Automobile Radios. Walter van B. Roberts, Princeton, assignor to RCA.

2,111,743—Aerial System. Alan D. Blumlein and Edward C. Cork, Ealing, London, and Joseph I. Pawsey, Hillingdon, England, assignors to Electric & Musical Industries Limited.

2,111,757—Vacuum Discharge Vessel. Walter Dallenbach, Berlin-Charlottenburg, Germany, assignor to Machinerieen-en-Apparaten Fabrieken "Meaf."

2,111,763—Radio Receiver. Paul O. Farnham, Boonton, N. J., assignor, by mesne assignments, to RCA.

2,111,764—Signal Converter Circuit. Dudley E. Foster, Orange, N. J., assignor to RCA.

2,111,765—Automatic Volume Control. Christopher J. Franks, assignor to RCA.

2,111,778—Fading Elimination. Hans E. Hollmann, Berlin, Germany, assignor to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,111,940—Braun Tube for Oscillographic and Television Purposes. Kurt Schlesinger, Berlin, Germany, assignor to Radioaktiengesellschaft D. S. Loewe.

2,111,941—Braun Tube for Producing Television Images of Large Size. Kurt Schlesinger, Berlin, Germany.

2,111,942—Electronic Tube. Kurt Schlesinger, Berlin, Germany.

2,112,029—Detector and Rejector Circuits for Ultrashort Waves. George R. Kilgore, Bloomfield, N. J., assignor to Westinghouse Electric & Mfg. Co.

2,112,034—Electrical Discharge Device. Orrin W. Livingston, Schenectady, N. Y., assignor to General Electric Co.

2,112,040 — Demountable Electrode Assembly. Lawrence D. Miles, Schenectady, N. Y., assignor to General Electric Co.

2,112,050—Electron Discharge Device. Horst Rothe and Werner Kleen, Berlin, Germany, assignors to Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

2,112,065—High Frequency Amplifier. Rene A. Braden, Collingswood, N. J., assignor to RCA.

2,112,080—Tube Rectifier Supply. William F. Eames, Edgewood, Pa., assignor to Westinghouse Electric & Mfg. Co.

2,112,082—Method for Improving the Vacuum of Discharge Apparatus. Werner Espe. Berlin-Siemenstadt, Germany, assignor to Siemens & Halske, Aktiengesellschaft.

2,112,089 — Phototube. Donald G. Haines, Newark, N. J., assignor, by mesne assignments, to RCA.

2,112,124 — Phototube. Marten C. Teves, Eindhoven, Netherlands, assignor to N. V. Philips Gloeilampenfabrieken.

2,112,136—Electron Discharge Device. Huibert G. Boumeester and Klaas Posthumus, Eindhoven, Netherlands, assignors to N. B. Philips Gloeilampenfabrieken.

Associated Oil Sports

Sacramento—Howard Lane, general manager California Radio system today announced that contract had been signed with Associated Oil Company for exclusive broadcast of West Coast Intercollegiate track meets over the seven-station California Radio system. The series, extending over eight weeks will start when the U. of Southern California crew clashes with Fresno State at Los Angeles March 26, and will culminate with broadcast of west coast relays at Fresno May 14, Lane said.

Texas Relays on TQN

Dallas—WFAA and stations of the Texas Quality Network will handle exclusively events at the Eleventh Annual Texas Relays, Memorial Stadium, University of Texas, Austin, Saturday, April 2. Beginning at 3 p.m. CST, April 2, the broadcast will be handled by Hal Thompson and James Alderman, with Thompson at a microphone in the radio box at Memorial Stadium, and Alderman using WFAA's portable pack transmitter, W5XAJ, and following events on the field.

"Round Table" Booklets

Chicago—University of Chicago is offering in booklet form transcripts of its Sunday morning "Round Table" discussions over NBC. While the professors use no scripts, their words are taken down by stenos and transcribed. Cost is 10 cents. "Round Table", continuing an apparently new policy of moving off the campus from time to time, switches to New York City next Sunday for a discussion of the Economics of Peace. Participants will be Walter Laves, League of Nations assoc. director; Raymond Leslie Buell, president of the Foreign Policy assoc.; and Prof. Eugene Staley of the University, now on leave of absence at the Fletcher School of Law and Diplomacy at Medford, Mass.

WPA Building WLBL Studio

The WPA will build WLBL's new studio at Central State Teachers College, Stevens Point, Wis. Actual construction will start about April 1 and completion is expected in early June. Studio will then be moved from the Fox Theater building.

More Social Notes

Cleveland — Leah Ray, the songstress, is planning to be married soon to David A. Werbling, vice-president of the Music Corp. of America.

Coming Events

March 28—Meeting of National Committee of Independent Broadcasters of the NAB, for non-network stations. At Hotel New Yorker, New York City.

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

KNX's "Inclined Walls" Will Reduce Reflection

Los Angeles—Columbia Broadcasting System's new KNX studios will be formally opened April 30. Besides incorporating several architectural innovations, there are various improvements within studios and control rooms. Inclined studio walls have been installed to minimize the effect of "room flutter"—repeated reflections of sound between parallel surfaces. Walls slope inward from floor to ceiling, and walls and floors "float" on acoustical material which separates them from the building's main structure. Offices and studios are air-conditioned.

Jack Combs to WINS

Jack Combs, formerly associated with WMCA, has been named Assistant Program Director in charge of Commercial Programs of WINS according to an announcement from station made yesterday. New position was created due to increased commercial accounts brought into the station by Al Schillin, Director of Sales, within the past few weeks. Combs will audition 23 new commercial shows immediately for Schillin and Albert Cormier, station manager.

ONE MINUTE INTERVIEW

JOSEPH J. WEED

"The push-button (tuning) sets function by the pre-selection of the listener's favorite stations, with each desired kilocycle marking being linked to a separate button for automatic tuning. Some sets have as few as four buttons, some have eight and others have more. But the number of buttons is limited on each receiver and the absence or inconspicuousness of the conventional dial makes it imperative for a broadcast station to campaign for as many push-button listeners it can get. Such pre-selection on the part of the listener is a great compliment to the station and omission means virtual permanent elimination of reception in the set-owners homes."

☆ Coast-to-Coast ☆

THE Rowe Memorial Handicap, for three-year-olds and upward, to be run on April 2 at the Bowie Track will be picked up by WBAL and fed to the NBC-Blue network from 4:15 to 4:30 p.m. Clem McCarthy will describe the running of the race, assisted by John Wilbourn, chief announcer at WBAL. During the Bowie meet, which runs from April 1 to April 14, inclusive, WBAL will broadcast the feature race each day in addition to other races and news from the track.

Harry W. Flannery's "Views on News", broadcast for the last three years over KMOX, St. Louis, has been renewed for the fourth successive year by his original sponsors, the American Packing Company. Before he entered radio on KMOX, Flannery spent several years in editorial work on metropolitan newspapers, and acts as editor on all KMOX news broadcasts.

WBAL is cooperating in the Baltimore Annual Roll Call of the American Red Cross which opens next week, by presenting several programs during this week featuring prominent speakers, including Mayor Howard W. Jackson, Baltimore, and Dr. J. M. T. Finney, chairman, Baltimore Chapter of the American Red Cross. A number of musical organizations are taking part.

Allan Clark, program director and leader of WKY orchestra, has also been named head of the publicity department and director of the Artists Bureau. He takes over two jobs formerly held by Hal Scher who has been transferred to the night shift on announcing, position at which he formerly did bit jobs.

A gala anniversary program is being planned for Dow's Dawn Patrol on WKRC, when it celebrates its first year on the air, Sat. April 23. Al Bland, has been the pilot of the full-hour show since it began.

The Three Tune Tossers, Dick, Don and Shine are now being heard over WMT of the Iowa Network. The trio has been featured in the past over WHO, Des Moines, WBEN, Buffalo, and Detroit stations, besides the NBC coast-to-coast hook-up and has a ready-built audience for their familiar songs dressed up with modern and unique arrangements.

KMBC's artist bureau, conducted by Jimmie McConnell, passed on nearly 800 amateurs in connection with the nightly amateur contests conducted at the Municipal Auditorium for the International Food Fair sponsored by the Kansas City Retail Grocers' Ass'n. Starting with ten acts to the bill, it was necessary to increase the number to seventeen to take care of all the promising talent which tried out.

Wilf Davidson, singing announcer, of CKY, Winnipeg, has been transferred to CBM, Montreal.

WRJN was host to hundreds the past week in connection with open house celebration at its new studios on the third floor of the American Bank & Trust Co. Bldg., Racine, Wis. For 11 years the station was located in the Hotel Racine, but its growth required larger quarters and so it was moved to the new quarters. Special features were broadcast during the week.

WTOL, Toledo

Additions to the staff of WTOL, include Clarence (Sonny) Bullard, who will write continuity, having been with the U. S. Advertising Corp., and several New York dailies; and John Byrnell, who will be an announcer, having formerly been with WXYZ, Detroit.

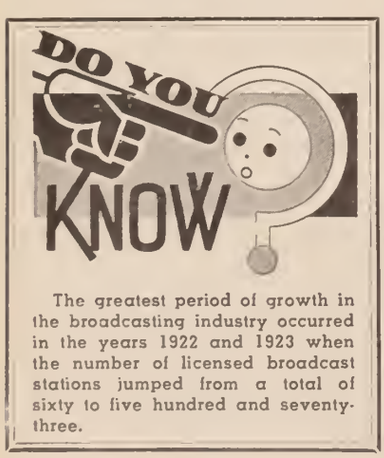
M. E. Kent, general manager of WTOL, has assumed the duties of program director, following the recent resignation of Lester Mitchell, who left last week for Bay City, Mich., where he has a similar position at WBCM. Mrs. Mitchell (Elaine Beeson), who conducts the "Woman's Spotlight" broadcast from WTOL, will join him soon.

Paul Spor, local band-leader and operator of a booking agency, is taking over the "Children's Workshop" for WTOL.

Miss Dorothy Diller, pianist, is now being heard over WTOL, Mondays, Wednesdays, and Fridays at 2:30 with the studio orchestra. Sterling Brand, a tenor, sings with Dorothy at 1:15 p.m. Sundays.

New series of historical dramas, based on events in Toledo's history, written by C. S. Van Tassel, will be broadcast starting Sunday over WTOL.

Claire Mast, pianist, formerly with WJR, Detroit, has joined the WTOL staff and is heard weekdays at 12:45 p.m.



The greatest period of growth in the broadcasting industry occurred in the years 1922 and 1923 when the number of licensed broadcast stations jumped from a total of sixty to five hundred and seventy-three.

A HOT TIP ON A COOL $70,000,000





THERE'S only *one* 50,000 watt station in Minnesota. There's only *one* clear-channel station in Minnesota. There's only *one* station that reaches *all* Minnesota day and night (conclusively proved in a recent P.T.A. survey). ¶ *That* one *station is WCCO, the Columbia network station for the Twin Cities!* ¶ This summer an *extra* two million people will swell Minnesota's spending power with an *extra* 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach *all* this free-spending market with only *one* station—WCCO. ¶ Have you all the facts about WCCO?

WCCO MINNEAPOLIS-ST. PAUL, A COLUMBIA STATION

50,000 watts. Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 60 NEW YORK, N. Y., MONDAY, MARCH 28, 1938 FIVE CENTS

Indies Convening Today

ANNUAL REPORT OF CBS TO BE AIRED BY PALEY

William S. Paley, CBS president, will make one of his rare appearances before the microphone on April 5, 10 p.m., when he reads the CBS 1937 stockholders report to the radio audience. Copies of the report will have already been mailed to stockholders.

Paley said he decided to put the report on the air because of the widespread general interest in broadcasting and added that he hoped to stimulate public thinking about broadcasting by discussing industry problems with the audience just as frankly as he does with CBS's own stockholders.

WBAP's New Sustainer Heard From State Prison

Fort Worth—A literal "Prisoner's Song" was broadcast by WBAP from the Texas State Penitentiary. Program will be a regular half hour Wed. sustainer and is produced by inmates whose announcement was "Hello world, welcome to 30 minutes behind the Walls."

The inaugural session was officially opened by Governor Allred and was

(Continued on Page 8)

B-S-H Agency to London

Chicago — Blackett-Sample-Hummert agency has formed an English company under the title Blackett-Sample-Hummert, Ltd., with headquarters in London to handle European business. Hill Blackett, president of the firm, now in Europe. A resident manager will be appointed.

Kirby Hawkes, radio director of the agency, has returned from a month's trip to England.

Brooder Snatching

Charlotte, N. C.—WBT aired what is believed to be the youngest radio performer. Program, titled "Peeps of Spring" and heard from a local hatchery, brought to the mike the cheep of a baby chick just two seconds old. "Guest spot" was shared by a duckling.

FORTUNE NEWS SURVEY REVEALS ETHER POWER

Although newspapers retain a lead of two to one over radio as "the source of the nation's news," the lead is even smaller than it seems, according to Fortune Magazine's Quarterly Survey of Public Opinion, which points out that the sole function of newspapers is to purvey news whereas radio is primarily devoted to entertainment. Survey as published in the April issue of Fortune, reveals radio as being the favorite news source of 23.5 per cent of a

(Continued on Page 2)

FCC Members Decry Lease Of Station to Ad Agency

Washington Bureau, RADIO DAILY

Washington — Federal Communications Commission split four to three in approving the renewal of the operating license of WCAN, municipal station in Camden, N. J. Assailing the arrangement by which Camden leased its station to an advertising agency as a flat violation of

(Continued on Page 3)

Non-Network Stations to Decide Action On AFM Demands As Musicians Use Disk Threat; NAB Board Meet

N.Y. RACING STARTS APR. 16 ON BOTH CBS AND WOR

CBS will start off the New York State racing season on Apr. 16 by broadcasting the running of the Baumonok Handicap from Jamaica. Bryan Field, New York Times turf expert, will be at the microphone. Network last year bought the ex-

(Continued on Page 8)

Facsimile Safeguarded CBC Assures Parliament

Montreal — The Canadian Broadcasting Corporation has "hedged around any possible issue of (facsimile) license for other than experimental purposes and there will be no alienation of the public domain in that field," according to L. W.

(Continued on Page 8)

Manhattan Soap Account Expanding With Disks

Los Angeles—Manhattan Soap Co., sponsor of Thomas Conrad, commentator, on KNX locally, have completed plans to increase stations materially in the immediate future. To date 18 stations have been lined up to begin immediately with a possibility of

(Continued on Page 8)

Approximately 150 members of the Independent Broadcasters of the NAB will be in attendance today at the special meeting to be held at the Hotel New Yorker where the non-network stations will seek to work out a solution and method of procedure in dealing with the American Federation of Musicians' demand that more musicians be put to work in broadcasting stations. Independent stations have already been advised

(Continued on Page 3)

FINANCIAL QUESTIONS ASKED IN FCC PROBE

Washington—Distribution of questionnaires by the FCC to every radio station in the country regardless of size, frequency or ownership requiring an answer by April 25 on its financial status as of Dec. 31, 1937, was started over the weekend. Questionnaire calls for a complete accounting of financing, receipts and expenditures, and is the first step in the FCC radio investigation.

Each licensee operating two or more stations is required to submit a

(Continued on Page 8)

General Electric's Net Shows a 45 Percent Rise

Schenectady — General Electric netted $63,546,762 for 1937, compared with $43,947,166 in 1936, an up of 45 per cent. This was equivalent to $2.21 a share of common stock, against

(Continued on Page 3)

☆ THE WEEK IN RADIO ☆

. . . Petrillo Nixes NAPA

By NORMAN WEISER

JAMES C. PETRILLO, head of the Chicago AFM local and a member of the AFM Executive Board, after having given serious thought to local obligations has decided against accepting the reported $100,000 a year position offered him by NAPA. Although Petrillo as yet has made no public statement, it is believed that he will definitely refuse shortly. It is also understood that Pres. Jos. Weber of AFM frowned upon the deal for various reasons....After a thorough going over by the IRNA Special Advisory Committee, their accountants and officials of the AFM, a formal exchange of contracts between IRNA and AFM was completed. Contracts with Plan of Settlement attached to each were taken out of escrow and totaled 248 out of a possible 273 network affiliated, but independently owned stations. The few holdout stations are gradually being worked out..... Transcription manufacturers and AFM Board meeting was postponed until tomorrow due to illness of Pres. Weber. Meeting at that time will

(Continued on Page 2)

Carnegie's Troubles

Chicago — Dale Carnegie, concluding his broadcast here one evening, walked out into the foyer and smacked into a score of NBC production directors, announcers and salesmen! For an hour he was forced to answer questions on how to win friends and influence people. Salesmen, especially, wanted dope on the influence angle.

Stimulant

Raleigh, N. C. — To stimulate the scripting and producing of new programs, other than those included in the regular continuity assignments, cash bonuses are now being paid members of WPTF's program department for every new radio show authored, auditioned for a sponsor, and sold for air presentation.

RADIO DAILY

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M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Saturday, March 26)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	120½	117½	117½	— 2¾
CBS A	15	14	14	— 2
CBS B	14½	14½	14½	— ½
Crosley Radio	6⅝	6	6	— ⅝
Gen. Electric	32⅜	31⅜	31⅝	— ⅜
RCA Common	5⅛	5	5	.....
RCA First Pfd.	43⅝	43¼	43¼	— ¾
Stewart Warner	7¾	7½	7½	.....
Zenith Radio	10¾	10	10	— ½
NEW YORK CURB MARKET				
Hazeltine Corp.	14½	14¼	14¼	— ¾

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	4¼	5¼

Edna Wallace Hopper Sues

Chicago — Edna Wallace Hopper has sued Edna Wallace Hopper, Inc. and other associates of Affiliated Products in Federal Court for $200,000. Her attorney Walter Beebe argued that she had turned in 10 per cent of capital stock to firm and had not been reimbursed therefore nor for radio appearances. "Romance of Helen Trent" is the radio show.

New WHN Taylor Show

Sam Taylor, WHN movie commentator, will inaugurate a new daily series of half-hour participation programs tomorrow noon. Show, known as "Hollywood Soundstage", uses transcriptions interspersed with movie comment and interviews. Feature will be "The Public Reviews", a symposium of listener views on current film offerings.

Bob Burns A Daddy

Washington—Bob Burns, heard on the Kraft Music Hall, became the father of an 8½ pound daughter on Friday.

BINGHAMTON—NEW YORK

W N B F

Member Columbia Broadcasting System with special New York City wire for test programs and auditions in this important Southern New York Market.
366 Madison Ave., N. Y. C.—Mu 2-5767.

☆ THE WEEK IN RADIO ☆

. . . Petrillo Nixes NAPA

(Continued from Page 1)

concern itself with the tentative agreement on a form of license and possibly the ratification of the contract....

The combined February receipts for CBS, Mutual, and NBC totaled $6,435,320, an increase of 11.2 per cent over Feb., 1937. All three networks reported increases....Officials of the Wimbledon Lawn Tennis Assn. offered to sign each of the three major networks here to carry individual broadcasts of the matches from London with each network paying $2,750 for five year period. MBS, however, has agreed to take BBC's version, and is now negotiating to record the games and rebroadcast them at a more advantageous hour than the original airing can be heard in this country....

FCC investigation will probably get under way in about six months to a year according to Washington circles....Ascap found its Austrian affiliate taken over by Nazis in Austria when the home office received word from Vienna that "irrevocable instructions" were on the way to America....While the BBC has placed a ban on exhibiting television in public places, cinema owners in London have devised their own method of reproduction as a protection measure.....Kate Smith signed by CBS to a thrice-weekly series a news commentaries to begin on a sustaining basis April 4....National Airmail Week completed recordings and announced further plans in its widespread radio campaign....Educators still seeking more air time for educational and cultural programs on the networks....AFRA files charges with NLRB to reinstate KSD announcer....Frank Mason appointed boss of all NBC short-wave activities.....ACA in a continued drive to organize stations throughout the country....CBS plans gala opening for new west coast building and studios April 30....NBC added three more stations to networks in an expansion program which is rumored to be still in the works with further station additions coming up soon.

FORTUNE NEWS SURVEY REVEALS ETHER POWER

(Continued from Page 1)

cross section of the nation's people, which compares to 45.2 per cent obtaining their news from newspapers. Commentator is regarded in Fortune as being one who "blankets the spheres of influence of the most important daily editors." Gist of Fortune's findings follow:

Source of the Public's News

From which source do you get most of your daily news—the newspapers or radio news broadcasts?

	Per Cent
Radio	23.5
Newspapers	45.2
Both	28.2
Neither	2.8
Don't know	.3

Why Radio Is Preferred

(If radio) Why do you prefer the radio?

	Per Cent
Get news more quickly*	28.4
Takes less time to find out what is going on*	19.5
More interesting and entertaining	11.9
Just don't read newspapers	7.6
Radio fairer than newspapers	6.9
Radio more complete than newspapers	6.6
Newspapers more confusing	4.3
No mistakes on radio	3.3
Work and listen at same time	2.8
Easier	1.6
Cheaper	1.2
All other	5.3
Don't know	.6

**These answers are taken to mean, respectively, "get news sooner after it happens" and "takes less time to absorb it." Some people may have said one and meant the other—which would not materially affect the general significance of these reasons.*

AFM Convention June 13

AFM will hold its annual convention this year at the Tampa Municipal Auditorium, June 13-19. Headquarters will be at the Floridan Hotel, same city.

KMMJ

Clay Center, Neb.

The favorite family station

COMING and GOING

PHILLIPS H. LORD sails March 30 on the Normandie for London.

PERRY LAFFERTY, WBRY musical director, is off to Davenport, Ia. for a two-week Easter vacation.

ROLAND MARTINI, Gardner Advertising Agency executive, is in Hollywood in connection with the RyKrisp-Marion Talley show.

SAVINGTON CRAMPTON, producer of the new Cantor program for William Esty agency, left Hollywood for New York on Friday.

MURRAY STEVENSON, chief engineer of 2UE of Sydney, Australia, is in New York where he will continue his technical study of American broadcasting.

FREDERICK LEUSCHNER, Coast attorney for RCA and NBC, is visiting New York on legal business.

JOHN F. PATT, WGAR station manager, has rejoined his vacationing family in Florida.

SHEP FIELDS, arrived in New York over the week-end from a theater tour of the mid-west.

DOT HAAS, Fanchon & Marco publicity director, is in Kansas City with the Al Pearce show which opened Friday in the Tower Theater. En route back to New York she will make stopovers in Cincinnati and Pittsburgh, arriving here about Apr. 4.

PAUL MUNI and MRS. MUNI arrived in town Saturday aboard the President Roosevelt.

FRANK LAWTON and his wife, EVELYN LAYE, sailed for England Saturday on the Aquitania.

A. H. FLATEN, commercial manager of KDAL, Duluth, is in town for a week.

DARRELL MARTIN and his bride are in town from Pittsburgh on their honeymoon.

HOWARD SNYDER, writer for Jack Oakie series, en route from Coast to New York, via New Orleans on month's vacation.

RALPH AUSTRIAN, assistant vice-president of RCA, left Hollywood for New York after a three-week inspection trip.

EGMONT SONDERLING, vice-president of United Broadcasting Co., is visiting WEW in St. Louis on a two-week business trip.

Co-Sponsored Ballgames

Milwaukee — Socony-Vacuum and General Mills will again co-sponsor play-by-play descriptions of the Milwaukee Brewer baseball games on WISN. Both home and away games will be aired. Alan Hale will be at the mike.

Sustaining Artists Released

CBS Artists Bureau announced the release of Claire Sherman, Bobby Gibson, Art Gentry and Jeannine. Howard Phillips, another CBS artist, asked for his release as he has other plans. It is understood that they will remain with the network for four weeks.

EXCITING NEW PATENTED

PREMIUM

Available to National Radio Sponsor

ROY POST, *Famous Criminologist; creator of Morris Plan's sensational new radio show "Unseen Jury," Tuesdays, WEAF, 7:30 P.M.; author of game "Jury Box" . . . now offers for premium use*

UNIQUE NEW PATENTED

Picture Mystery Card Game

A fascinating new $1 game that can be produced at few cents cost. Investigate! Box A-500, Radio Daily, 1501 B'way, N.Y.C.

INDIES MEET TODAY TO DECIDE ON AFM DEMANDS

(Continued from Page 1)

by its committee headed by Lloyd C. Thomas of WROK that it is imperative some action be taken in order to preclude a move on the part of the AFM whch may cut off the supply of electrical transcriptions. Insofar as the AFM is concerned it expects somewhat of a contract such as recently negotiated between the union and the IRNA, or affiliated outlets.

Officials of the NAB including Phil G. Loucks, are on hand, Loucks having already attended a session of the AFM Executive Board in the interest of the independents.

AFM Executive Board continues its meeting tomorrow in this city, taking up the question of licenses with the transcription manufacturers and it is presumed that a committee for the independent broadcasters will meet with the board some time this week.

Executive Committee of the NAB held a meeting in Washington last Thurs., and a meeting of the full NAB board is scheduled for Wed. morning at the Willard Hotel. Considerable business in regard to further carrying out the NAB reorganization plan will then be taken up, including possibly, the selection of a paid president.

General Electric's Net Shows 45 Percent Rise

(Continued from Page 1)

the $1.52 of 1936. In 1937 General Electric, excluding employees of affiliated companies, had 75,212 on its payroll, compared with 61,781 in 1936. Employees earned, in 1937, $145,358,000.

At the meeting of the board of directors of the General Electric Company, held in New York City, Friday, Charles E. Wilson, executive vice president, and Philip D. Reed, assistant to the president, were elected directors, to fill existing vacancies on the board.

Religion Disks Gratis

"Wings Over the World," a series of 13 electrically transcribed dramatizations concerning the adventures of Father Paul Schulte, the Flying Priest, is being distributed to stations gratis through Robert Vincent, 9 Rockefeller Plaza. The program is the mouthpiece of a world movement having the support of the Catholic Church.

The PERFECT MARKET'S LOUDSPEAKER WOKO ALBANY, N.Y. Newly Equipped for Super Power ★

NEW PROGRAMS—IDEAS

"Landmark" Shows

"Landmarks of Romance", new educational program, written and directed by the Federal Theater and produced under the auspices of the San Francisco Junior Chamber of Commerce, will be heard over KSFO every Sat. afternoon, 12:45 to 1:00 p.m.

The program consists of brief and interesting dramatizations about familiar San Francisco landmarks. It is believed that such a program will be of material value to San Franciscans when the Golden Gate Exposition opens in 1939 and the thousands of visitors to the Bay area start asking questions about the various points of interest, questions which may prove embarrassing to even the old residents.

Wheel of Chance

As concrete proof that "it pays to listen to CKLW" station is presenting a new "Wheel of Chance", variety show nightly. Heard at dinner-hour the program brings a $5.00 check to the listener if the wheel of chance spins to his telephone number and has brought to the station new talent in the studio visitors. Show, emceed by Joe Gentile, also introduces the musical features of the half-hour by the spin of the wheel.

Fancy Quiz

WIP, Phila., will present a new program, titled Stern-co, which is a combination of the quiz and answer show and also Bingo. Home listeners are the contestants in this game of skill with valuable prizes awarded on each airing. A staff of telephone operators at station will record answers to the quizzes and winners will be announced during the program. Title is derived from Stern & Co. (furniture), sponsors.

Audience Disks

"Two Minutes Is Yours", latest program for KOMA (Oklahoma City) featuring Ben Rich, Bobby Potter, Paul Aurandt, Roger King and Herman Chaney's orchestra. On Fri. nights people are invited to come to the studios and make a transcription of anything they wish to do then on the show and on Sat. nights four or five of the plates are played.

Vancouver Beer Campaign

Seattle—An ad campaign for Hop Gold-Label beer of the Star Brewery Co., Vancouver, Wash., is in the works. Local branch of Ruthrauff & Ryan handles the acccunt.

Strong Appoints John Mayo

Ed Strong, president of Edwin Strong, Inc., recording firm of Jackson Heights, New York, has announced the appointment of John Mayo as sales manager, effective immediately. New offices and studios will be opened in this city shortly.

Ether High School

A new educational series called the "High School of the Air" designed to direct the spotlight of public attention on the work of local high school system makes its bow over WFIL, Philadelphia.

Program is a question and answer bee whereby faculty members of various high schools, will essay the role of "Mr. Question" on the program with another member in the role of the "Oracle" who is the last work on the truth or falsity of the answer given. The questions are confined to history of current events and there will be no prizes awarded or winners announced to give the program a novel twist.

Marriage Clinic

"Marriage Clinic", is the title of a new program series heard over KVI, Tacoma. Given in conjunction with a discussion course limited to 75 couples which is being conducted by the Seattle YMCA, YWCA and the Council of Churches, the broadcasts feature a summary of the topics discussed at the weekly meeting of the group as well as some of the most significant of the questions answered. Broadcast gives others who were unable to enroll in the course a chance to hear what is being done and ties in with a similar clinic being featured in "Life" magazine.

FCC MEMBERS DECRY LEASE OF STATION TO AD AGENCY

(Continued from Page 1)

the law forbidding transfers of radio frequencies without FCC approval, three of the Commissioners voted against the license renewal.

Commissioners Comdr. T. A. M. Craven, George Henry Payne and Paul A. Walker based their opposition, it was learned, on the opinion of two lawyers of the Commission's staff that the WCAN lease first entered into in 1931 was illegal.

Troublesome Transmitter Being Moved Out of Town

Sacramento—Yielding to protests of advertising agencies, broadcast stations and neighboring set owners, the state department of motor vehicles today prepared to remove the transmitting tower of the highway patrol's short wave broadcasting station.

The station, established several months ago, has been the target of hundreds of complaints because the police broadcasts literally blocked out commercial programs from KFBK, Sacramento, NBC's KPO and KGO, San Francisco, Mutual's KFRC, and Columbia's KSFO throughout the Sacramento area and other stations operating on standard broadcast bands.

TEST IN MICHIGAN

for a dependable "yard stick" for nation-wide sales ••• eight major markets •••• including America's great metropolitan center ••••• smart, up-to-date manufacturing cities ••• ranking rural centers and farming districts ••• in all, completing a cross section of America's spending habits and potential market volume

MICHIGAN RADIO NETWORK

WXYZ KEY STATION DETROIT MICHIGAN



The Paul H. Raymer Co., Representative



Small Wonder...

THIS young lady hasn't a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, *food* will be first and most often on her list.

Small wonder, then, the Food Industry is advertising's greatest client—*and greatest challenge.* Here is a market which knows no pause in time or space. A market as varied as *all* the people any advertising medium can reach. A market which goes beyond and *includes* every other market for the goods of man.

How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More "food" dollars are now spent on radio networks than in *all* general magazines. Twice as many "food" dollars are spent in radio as in *all* women's magazines. *And the increase in food advertising on Columbia outstrips every other industry-increase in radio. A 290% increase in the last five years—made by the country's largest food advertisers.*

The explanation for this Columbia record is simple. Everybody eats. *And everybody likes to listen.* This is how the largest network in the world welds the two together:

✓ In 1934, the largest manufacturer of canned soups in the world turned to Columbia—took to the air with an hour a week of deft selling and sparkling entertainment. Sales *soared* from coast to coast. Tomato Soup—*up* 30%. Vegetable Soup—*up* 35%. Chicken Soup—*up* 100%! And Chicken Soup was advertised *only* by Columbia. In the client's own words, "Sales took an astounding jump to a *well-over-double* basis, despite the fact that our Chicken Soup business was already large."

✓ As of January, 1938, a national baker has signed his *eighth consecutive 52-week contract with Columbia.* In the last seven years, he has not missed a single weekly broadcast—using the Columbia Broadcasting System exclusively on the air.

✓ The largest food company in the world has put five different programs on Columbia in the last five months.

The Columbia Broadcasting System



"HOUSE OF MELODY," once sponsored by the Bank of America, returned to the air via the Don Lee net from KFRC, San Francisco, Sunday at 7-7:30 p.m., and again under B. of A. auspices. Cy Trobbe's concert orchestra will be a feature, with Mel Venter as commentator. Charles R. Stuart agency placed.

Frederick Wagner, who provided script for last week's NBC "Grand Hotel," has joined the writing staff at Frank Purkett's Associated Cinema Studio. Contract provides, however, that Wagner may continue to accept free lance assignments.

Titan Productions, San Francisco, has sold its library service to American Radio Transcription Agencies, Sydney, for Australia and New Zealand.

Henry, better known as "Hank" Flynn, head usher at the CBS Hollywood theaters, is a candidate for President of the student body at U.S.C., and will know his fate Friday.

Lawrence Tibbett is due in this week, en route to Australia for a six months concert tour. Will be heard on the Lux Radio Theater Monday, and sails for Honolulu March 30.

KHJ presented two additional hours of symphony music on Saturday, March 26, with Carnegie Tech's symphony orchestra on the air from 10:30 to 11 a.m., and the New Haven Children's Symphony for an hour and a half program at 11:30 a.m. to 1 p.m.

Marshall Grant, KNX staff organist, has drawn a new assignment for a series of organ recitals over CBS Pacific Coast each Monday at 4:30-4:45 p.m., starting March 28; and "Judy and the Jesters" will be heard on a new Monday series on KNX at 4:45 to 5, following Grant.

Edward Sartz, manager of Phillips Broadcasting Co., operating stations PCJ and PHI in Holland, arrived recently for two weeks of survey and study of NBC network and station operation.

Olsen and Johnson have completed waxing sample platters of "Fun Marches On" for Don Lee-Mutual, with sponsorship in prospect under the KHJ-originated regional plan, similar to the George Jessel show.

The NBC dramatic strip, "Talent for Sale," is reported under consideration by Wrigley to replace one of the two recently dropped Chicago shows. Barton Yarborough writes and produces, and Jeanette Boyer, of the Jack Bachmann agency, has audition waxes en route to Chicago for approval of Wrigley execs.

DeLima Joins Agency

Los Angeles—Peter DeLima, has joined the Dolan and Doane, talent agency. He was formerly with the Ed Small Co., and before that with the CBS artists bureau.



PETTY CASH VOUCHER

Week ending March 25th

● ● ● **Saturday....Learn that the fellow occupying the stateroom next to Dick Fishell, WMCAnnouncer, on his honeymoon to Havana—is Donald Flamm—his boss!....Also, that because Zeke Manners and his hillbillies wear rube-clothes, etc., during broadcasting, there's a move on to bar him from airing from WMCA's new studios. Zeke, therefore, plans to rent the soon-to-be vacant studios and call it "Zeke Manners' Radio City".**

● ● ● *Sunday....After encountering Mark Warnow and Herb Rosenthal at dinner in Dave's we drop in to view the opening of the Paradise's new show. Outside of a few weak spots (which may have been tightened up by now!) we thrill at what's offered in the last of the Broadway cafes. Bunny Berigan's music is a little too blasting, of course....Instead of the Casa Manana, we attend Ramona's party at Leon & Eddie's and enjoy Ella Logan's singing and graciousness to comply to requests.*

● ● ● **Monday....Joe Bernard, salesman with WKY, Oklahoma City, took Allan Clark, production manager on a crow-hunt and got one crow. They also got Joe O'Neil, ass't. director and arranger of the band to come along and Doc "Soggy Jones" Davis....We attend the Piccadilly Bar and view a few familiar faces....Then to Phil Lord's party for the press where our solo dance of the shag with Gwen (CBS) Jones breaks up the newspapermen present....To the Stork Club where the Jack Pearls, a few hours in town, initiate us into eating caviar....Winchell and Lyons leave to go chasing burglars and we chase ourselves out with Joe Russell.**

● ● ● *Tuesday....Learn that Roy Post, who has that entertaining show on NBC Tues. nites, "You, The Unseen Jury" had to give 60,000 give-aways after his first show and is now (his 4th airing) giving 300,000 per week!....At the Belmont-Plaza's "Glass Hat" we listen to Ilomay Bailey and Lee Sims. Belle Baker is here amongst others.*

● ● ● **Wednesday....To Orrin Tucker's opening at the Roosevelt. Carman Lombardo relates a story which pleases Doris Rhodes and Barry Wood—the only two who weren't invited to sing....The Phantom Troubadour, we discover, carries two brands of cigars—one for his friends (?) and separate ones for himself....Warner music firms and Paramount have the largest parties—they recently cut their payrolls....Jack Robbins is conspicuous by his absence!....At CBS in the forenoon we bring the 10-month-old baby of Myrt or Marge (we don't know which!) into the "We, The People" rehearsal—and they want to air him!....Harry Von Zell stops an interview to hear the kid bang on the piano—and Gabriel Heatter stops writing to watch.**

● ● ● *Thursday....To the opening of Willie and Eugene Howard at the Versailles after first listening to Louis Prima. Here we again order caviar....Hear that Marx Loeb, ass't. program director of WIP, Philly, who just started a swing show there, received a "pan" letter from his mother in N.Y. who heard the show for the first time. Seems she prefers symphonic music and detests swing!*

● ● ● **Friday....We go hi-brow and attend Ferde Grofe's concert at Carnegie Hall and listen to Lucille Manners and Jane Pickens warble.... Then over to La Conga to congratulate Patricia Gilmore on her engagement to Enric Madriguera and instead of doing the rhumba we order some caviar again!**

TOTAL EXPENSE $64.23 *for caviar at the Stork, Versailles & La Conga!*

AUDITOR'S REMARKS: Request denied! If we wanted a "cafe society" reporter—we'd have hired one!



MARK LOVE, WGN basso, to be busy with concerts next month. On April 5th, he goes to Green Bay, Wis., with Chicago Apollo Club; on April 27 he will be soloist with the Swedish Choral Society when it appears with the Chicago Symphony orchestra.

Blackhawk restaurant, getting ready for Bob Crosby opening next Wed., has entirely sound conditioned the room. Ceilings and walls have been treated with regular studio wall material to make for better broadcasting condition. Blackhawk is one of few spots paying $100 week service charge for broadcasting privilege.

While Maxine Grey, Hal Kemp soloist, has been discharged from Passavant hospital, she has been unable to return to work and is confined to her suite at Drake hotel. Miss Grey had several vertebra fractured in wreck on fast train returning from St. Louis recently. Then she caught the measles. Rosalind Marquis continues to pinch hit for her at the Drake with the Kemp crew.

A program for government financed installation of radio receiving sets for Iranian (Persian) people is being planned, Julia Oraham, Iranian woman, studying radio here, has revealed. As educational director of Iran Mrs. Oraham has been discussing this venture here with Zenith Radio Corporation officials. While Iran has no important radio stations to date the government is planning on constructing several stations.

WJJD Studio artists journeyed to Edward Hines Jr. Veterans hospital to put on a program of entertainment. Featured were Art Linnick as master of ceremonies, Cumberland Ridge Runners, Russ Hodges, Jimmy Dudley, Gilbert Merschon and Lester Paul.

Actress Anne Seymour has produced and supervised several dramatic productions at Eli Bates Settlement house. And is now readying a production of "The Valiant" at same place.

Al Hollender, press chief for WJJD and WIND, gave a transfusion for a friend at Michael Reese hospital.

Bess Flynn, author of "We Are Four," and "Bachelor's Children" has gone to New York on business.

The Morin Sisters, Lillian, Evelyn and Pauline, long at NBC but gone from there for a year, will bob up on Harold Stokes on "A Sunday Afternoon" on Mutual next Sunday.

Chicago night spots using their variety acts to work free at benefit performances in hotels have been notified by Alan Corelli, Theater Authority head, to desist.

John Schiff has started a series of Saturday broadcasts from outstanding points of interest in the city park system on WBBM Saturdays.

AGENCIES

NORMAN D. VAUGHN, has been appointed assistant to Karl M. Frost, president of Harry M. Frost Co., Inc., New England advertising agency. Vaughn was formerly associated with N. W. Ayer & Son.

JOSEPH SCHLITZ Brewing Co., Milwaukee, has appointed Needham, Louis & Brorby, Chicago, to service its account.

NORMAN D. VAUGHN, former account executive of N. W. Ayer & Son, has been appointed assistant to Karl M. Frost, prez of Harry M. Frost Company, Inc., Boston agency. Vaughn was sales manager of the W. F. Whitney Company, manufacturers of colonial furniture, before he joined N. W. Ayer & Son.

FRED G. RUSSEL, of the Hicks Advertising Agency, is receiving congratulations from his friends upon the completion of 50 years of service with the firm. The agency, itself, is also celebrating its 70th year in the field of advertising.

TRANSMEDIA INC., merchandising consultants, has moved its office to 1270 Sixth Ave.

ANN WINSTON, formerly space buyer for Alvin Austin Co., has joined the staff of Pettingell & Fenton.

Poppele to Study Facsimile And Television in Europe

J. R. Poppele, WOR chief engineer, will sail on the Manhattan, April 6, for a seven-week tour of the important European television, facsimile and radio broadcasting centers. Trip will cover England, Germany, Holland, Switzerland, Italy, Norway, Sweden, France and Russia. Mrs. Poppele will accompany him.

Belgians Buy More Sets

Brussels—There were 1,018,108 radios registered on the first of the year in Belgium. Increase over the 1936 figure of 888,168 is attributed to the growth of interest in Belgium and foreign radio programs.

Heads KSFO Announcer Staff

San Francisco—Keith Kerby, KSFO announcer - producer, has been appointed to the position of supervisor of announcers at KSFO by Philip G. Lasky, KSFO manager.

Swedish Guesting

Isabel Lagergren, CBS publicity department, is now guesting on WNYC and CBS in a Swedish dialect act similar to the Tommy Riggs routine.

FIVE years OLD and still GOING STRONG!
Walt Framer's
Hollywood Showshopper
with Nan Grayson
5:45 P.M. daily over WWSW, Pittsburgh

ORCHESTRAS - MUSIC

By TED LLOYD

LOCAL 802 OF THE AFM, has been lining up professional music men to become part and parcel of their organization!....For the past few weeks, contact men have been approached by executives of the local to join up. Many have shown their willingness to comply with the request and within the next ten days the group will have their first meeting....Jack Rosenberg, president of the local, feels that the organizing of songpluggers in the music industry, is just as important as the music arrangers and piano-players who are now unionized....Banding together of the music men will enforce the union's stronghold in the publishing business, it is believed. Till now, the contact men have had a benevolent organization, Professional Music Men's Assn., which takes care of them in time of want. However, there's nothing to guarantee them employment as "skilled" laborers now....Tied up with the AFM, music men are told that their affiliation would make them a powerful group....It is also understood that those who have expressed a willingness to become members are not those in the higher income brackets!

Starting last Saturday at 8 a.m. song performances on WOR, WABC, WJZ and WEAF have been calculated as "major plugs" by flicker music publishers....Question regarding recordings came up at the reported meeting and it was decided not to count records—but transcribed commercial shows using music....Reason for this drastic change by firms with picture company ties, is explained by one executive thusly: "Since the west coast is financing our existence they want to know what happens here. Until now they'd look at our report sheet which listed songs from 5 p.m. to 1 a.m. and see possibly five or six performances per nite on a song. Sometimes less! Not knowing the music industry, picture people would complain that there was no reason for them to spend money financing us—if this was all their invested money brought back....Therefore, in view of the pressure of making a good showing, we decided to add the totals of all networks from the time they go on till they sign off. Because WOR-MBS remains on the air till 2 a.m. we may take in that extra hour of broadcasting also!"

Hal Kemp has been signed to follow Rudy Vallee into the Astor Roof, which opens early in May....Stuff Smith returns to the Onyx Club April 14....Louis Prima's sensational crew, will entertain the nation shortly via WOR-MBS three times weekly....Buddy Arnold, senior member of WMCA's Kay and Buddy Arnold, has collaborated on this year's C.C.N.Y. Varsity Show score. There are four outstanding tunes in the score. Show debuts April 21.

Program Reviews and Comments

"WHAT'S MY NAME?"

Philip Morris & Co.
WOR-Mutual, Fri. 8-8:30 p.m.
The Biow Co.

NEWEST FORM OF QUIZ SHOW TO GO COMMERCIAL IS AN ENTERTAINING TEASER WITH CASH PRIZES.

Third network show for Philip Morris is the novelty type of program much in the limelight and bound to be successful, all things considered. Patrons from the audiences get the usual little personal quiz, then start with a "$10 Question," work down to the lesser prizes unless winning one sooner. Failing on the $6 one he is out. One minute is allotted to each contestant and a five-second warning chime is also on tap. Questions for each contestant are alternately asked by Budd Hulick (formerly of Stoop & Budd) and Arlene Francis who has an unusually pleasing voice. Little Johnny acts as emcee, while Ray Block's music supplies a few interludes. Questions in the first person may give several leads on the juggler-comedian career of a comedian like Fred Allen and the windup is "What's My Name?".

Production is a smooth one and the atmosphere is cheerful without being forced. Frequent Philip Morris credits are worked in through the winner also being offered a "humidor pack," of the product. Listeners are also offered $5 for any suitable question sent in with a statement and five leads to the answer. Perhaps the only feature that was not up to Philip Morris standard was the first-show stiffness of the commercial as read by Charles O'Connor, or, it may have been copy. Delivery for some reason or other was stilted to an unusual degree.

Wife Saver

Allan Prescott has the rare knack of injecting humor into what would ordinarily be dry-as-dust household chatter. He puts the kitchen news over with greater zest and personality than most of the lady advisors who adorn the kilocycles. Advice such as "keep the flour near the pepper and salt", because it will come in handy not only for cooking but to throw at the hubby, delivered with a tongue-in-the-cheek attitude is probably a relief to many housewives who otherwise might have to depend on the routine type of spielers for household tips. Mention of the names of those who send in ideas may be corney, but it adds informality and homeyness to this routine that carries a good quota of sparkle. Spiels for Camay are plenty long, but again, the zest of the show carries them.

GUEST-ING

VIVIENNE DIXON, soprano, on Happy Lewis variety program, today (WINS, 5:05 p.m.).

LUPE VELEZ, CLIFTON WEBB, LIBBY HOLMAN, REX O'MALLEY and TOBY WING, on "You Never Know" musical revue preview, tonight (WIP, 11:45 p.m.).

DOROTHEA LAWRENCE, soprano, interviewed by Glenna Strickland on Kitchen Kapers program, March 30 (WNEW, 11:00 a.m.).

JAMES HEPBRON, Managing Director of the Baltimore Criminal Justice Commission and Director of the Community Fund, on Baltimore Radio Forum, March 30 (WBAL, 4:45 p.m.).

CHARLIE RUGGLES on the Al Jolson program April 5 (CBS, 8:30 p.m.)

CLYDE BURKE, tenor, on the Instrumentalists program March 31 (CBS, 11 a.m.)

ROCHELLE HUDSON on the Kate Smith program March 31 (CBS, 8 p.m.)

JANE FROMAN on the Al Pearce show, from Kansas City April 5 (CBS, 9 p.m.)

MARY JANE WALSH on "Schaefer Revue," on April 7 (WEAF only, 7 p.m.)

MRS. CLARK MINOR, co-editor and publisher of Woman's Almanac, on Anice Ives's Shopping Secrets, March 31 (WMCA, 11:15 a.m.).

DOROTHY GORDON, on Martha Deane program, tomorrow (WOR, 3:00 p.m.).

UNA MERKEL, LIONEL BARRYMORE and MAUREEN O'SULLIVAN, on Good News program, March 31 (NBC-Red, 9:00 p.m.).

ROY SMECK, on Pat Barnes' show, April 2 (WOR, 8:30 p.m.).

MARY JANE WALSH, on the Shaefer Revue, April 7 (WEAF only, 7:30 p.m.).

RUDOLPH GANZ, pianist, on Kraft Music Hall program, April 7 (NBC-Red, 10:00 p.m.).

AVAILABLE
13 Years Radio Experience!
•
ANYWHERE IN THE U. S.
•
LOCAL STATION—MAJOR NETWORK — MUSIC — PRODUCTION — PROGRAMMING — COPYRIGHT — SELLING — CONTINUITY — CONDUCTING—ANNOUNCING.
Write or Wire Box A-160, RADIO DAILY
1501 Broadway New York City

N. Y. Racing Starts Apr. 16 On Both CBS and WOR

(Continued from Page 1)

clusive studio rights to all state tracks. WOR, however, is allowed to carry the broadcasts in New York, but must provide their own pick-up and announcer. Broadcasts will run through Oct. 1. Paul White, director of public affairs, will supervise the CBS broadcasts with "Johnny" Johnstone handling for WOR.

Station Financial Setup Is Sought in FCC Probe

(Continued from Page 1)

separate accounting for each individual station plus a report that will include the combined results of operation of all stations operated by such licensee.

AKRON

Local feature, Main Street Opinions has resumed over WADC Tuesdays and Thursdays at 12:30 p.m.

"Red" Hageman, of WADC staff and his two-year-old daughter, Marilyn, celebrated their double birthday anniversary recently.

WJW is dolling up its studios. Work to be completed within the next two weeks.

Bob Hanson, WADC announcer, will leave the station at the end of the month to join the staff of WHK-WCLE, Cleveland. He came to WADC last June from Otterbein College.

The A. W. McGraths, who produce the "Uncle Jim" programs locally have been asked to broadcast five sketches in behalf of the Youngstown Community Chest Drive. The Ohio State Medical Association also is planning an educational series supervised by the McGraths.

Workmen are partitioning off another small studio at WADC.

Guyer Joins Korn Agency

Phila.—Sandy Guyer, WPEN announcer, formerly associated with WIP, Phila., has been appointed head of the newly organized Radio Department of the J. M. Korn Co., Inc. of Philadelphia.

Guyer assumes his new post immediately and will confine his activities to the new three-hour program of the Nevin Drug Company, to be heard daily excepting Sunday from WPEN at 9:00-12:00 mid. beginning April 11.



Greetings from Radio Daily

Bertram Lebhar Jr.
Frank Parker
Virginia Rea
E. C. Stodel
Robert Strauss
Paul Whiteman

☆ Coast-to-Coast ☆

CHARLES J. LILLEY, editor and business manager of the "Sacramento Union," is now conducting "Mister Editor," a 15-minute commentary on current news over KROY once weekly. Leading citizens interviewed on each show.

KSFO, San Francisco, held a Yodeler-singer contest on its Wild West Revue, an early morning program sponsored by the Star Outfitting Co. Contestants, who were auditioned before the airing, received votes at the sponsor's stores. Winner was given a contract as permanent member of the cast.

Thomas Conrad Sawyer, author, traveler, commentator and observer, becomes a new feature over WBAL with his first program tomorrow at 12:05 p.m. Following his initial broadcast, Sawyer will be heard every Tues. and Thurs. at 12:05 p.m. Also featured on the program is Miss Ruth Jordan, beauty expert.

John L. Carpenter, who left KOIN, Portland, Ore., last Fall to take over football and baseball broadcasting for the Tide Water Associated Oil Co. at Portland, has been promoted by the concern to advertising assistant in the sales department. From Portland headquarters, Carpenter will continue his popular sportscasting, but will have charge of all forms of advertising of the company in Washington, Oregon and Northern Idaho.

Large chunks of fun were in the two-and-a-half-hour show which WBT carried from Charlotte's Armory Auditorium. Bill Schudt's station aired the convention of the North American Shrine Directors Association, whose business it is to have fun.

Norman E. Whittaker, formerly of the sales staff of WBZ and WBZA, has been appointed advertising and sales manager of New England's newest station, WHAI, Greenfield, Mass., owned by John W. Haigis, who was a candidate for Governor of Massachusetts in 1936. He assumes his new duties on April 1.

Canadian Voltage Up CBC Informs Commons

(Continued from Page 1)

Brockington, chairman of the board of governors. Brockington, in his report to the House of Commons Committee on Broadcasting, also took a slap at private broadcasters in declaring that they would never cover isolated districts and areas thinly populated. He declared that a 1937 survey had disclosed that three-quarters of the American population had no primary coverage.

Report also said that since the present corporation took office, Nov. 1, 1936, the total voltage of Canadian stations had been upped from 79,000 to 182,000 and that when plans were completed CBC programs would be available for all Canadian listeners. Brockington further stated that "unless calamity overtakes us" high power stations would be erected in the Maritime Provinces and Western Canada.

WJR Mummers on Stage

Detroit — WJR's Charles Penman will take his Mummers to the Fox Theater in Detroit, starting the week of April 8, for a stage version of "The Hermit's Cave." Hermit has been on air for several years, this Winter under sponsorship of Carter Coal Co. A recent mail "bait" drew more than 36,000 requests for picture of cast, resulting in offer from theater.

Kraft Adds 3 Stations

Kraft-Phenix Cheese Corp. on May 5 will add KGIR, KGHL and KPFA to its NBC-Red Bing Crosby program. J. Walter Thompson Co. has the account.

Celebrations Planned By Twin City Stations

St. Paul—A series of technical developments, a number of special programs, salutes from "alumni" and notables of the area, and the importation of Uncle Ezra, the Hoosier Hot Shots and the "Rosedale" troupe will mark the 10th anniversary celebration of KSTP, Twin City station, this week-end (April 2-3).

Included among developments on the technical side will be the inauguration of the station's new 1,000-watt high frequency transmitter, now being rushed to completion in the station's shops and laboratories. The station intends to use it for special programs and for the daytime broadcasts of facsimile, recently inaugurated by the station on its regular wave-length.

Minneapolis—To mark the April 7 opening of its elaborate new studios WCCO has planned a day of festivities, climaxed by a CBS coast-to-coast broadcast.

Civic, cultural and business leaders throughout Minnesota have been invited to attend a preview of the new studios and executive offices and to witness a broadcast. Among the personalities to be introduced by Earl H. Gammons, general manager of WCCO, will be Mefford R. Runyon, CBS vice president; D. D. Davis, president of General Mills; Governor Elmer A. Benson of Minnesota; Mayor George E. Leach of Minneapolis, and Mayor Mark Gehan of St. Paul.

WBAP's New Sustainer Heard From State Prison

(Continued from Page 1)

attended by state and radio officials. General Manager Harold Hough, who spoke at the opening program, declared that the program's expenses were borne by the station and the Star-Telegram. George Cranston, WBAP manager, supervised the show, and Nelson Olmsted and Woody Woodford handled details.

Manhattan Soap Account Expanding With Disks

(Continued from Page 1)

more in the future. Conrad's daily KNX airings will be transcribed and sent to stations immediately following the live show. Milton Weinberg Advertising Co. has the account.

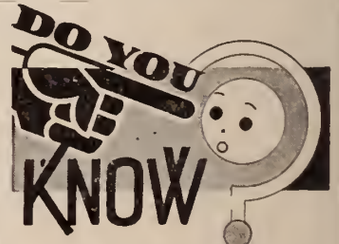
BOSTON

Edith Lord Annin, from the Choate School in Boston, was awarded the $25 prize in the Radio Prize Essay Contest over WORL. This contest, under the auspices of the Massachusetts Branch of the League of Nations Association, has been conducted over WORL for some weeks and the final decision of the judges was made from more than 150 essays which have been read over the air. The contestants were all members of the student bodies of private schools in Massachusetts. Miss Annin, who is fifteen years old was one of the youngest entrants.

The first "Wing" of the newly organized Yankee network "Air Force" is about ready to try its newly found wings in its first solo flight. Five of the WNAC-WAAB announcers and operators, Johnny Moakley, Dana Fitzgerald, Henry Morgan, Tris Coffin and Andy Holtz, are taking weekly lessons in the hope of soon getting their pilot's wings.

Spilker New WHBC Boss

Canton, O.—Under a reorganized setup S. A. Spilker has been named general manager of WHBC succeeding Clarence W. Hayes, who was in charge of the station for several years. Ralph Bruce is commercial manager, Wade Barnes chief spieler and Kenneth Sliker, chief engineer. Tom McClowry is in charge of the station's exploitation.



The invention making broadcasting possible and providing the foundation on which practically all forms of communication rest today was the three-element vacuum tube invented by Dr. Lee De Forest in 1906.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 61 NEW YORK, N. Y., TUESDAY, MARCH 29, 1938 FIVE CENTS

Indies Will Meet AFM

Committee Selected After Stormy Session Will Seek Best Terms Possible; ET Firms Find Selves "In The Middle"

The Independent Broadcasters of the NAB yesterday completed plans and a method of procedure in dealing with the demands presented to the broadcasting industry by the American Federation of Musicians. Voting unanimously, the body, representing 45 stations, plus proxies, elected the present committee of 5, with four additional members to bring the total to 9, as its representatives to contact and bargain with the AFM.

The new committee will be given unofficial power to discuss terms with the AFM for the non-network broadcasters, but will not be able to sign

(Continued on Page 6)

CBS's NEW RATE CARD; CHANGES IN FLA. GROUP

New CBS rate card, No. 24, is now on the press and will be distributed late this week. With the exception of the Florida group, no other rate changes have been made. Rate card, dated Apr. 1, contains all the additions of 113 stations which are now affiliated with the network.

Network has increased the rate of WQAM, Miami, and WDAE, Tampa, to $150 each. WJNO, West Palm Beach, has been added to the Florida group as a bonus station. Entire group of five stations, instead of four as heretofore, is carded at $550 per evening hour.

New rate for WWL, New Orleans,

(Continued on Page 6)

Ethridge Talks to Nets On Definite NAB Budget

Mark Ethridge, temporary chairman of the executive committee of the National Association of Broadcasters, yesterday went into a huddle with both NBC and CBS in an effort to work out a permanent budget for the NAB. Ethridge, who returned to Washington last night, paid a short visit to the Independents who were in session at the New Yorker, but did not address them.

Ward Wheelock Looks At "Hollywood Hotel" Setup

West Coast Bureau, RADIO DAILY

Hollywood—L. Ward Wheelock, Jr., president of his own agency, unexpectedly planed in from Phila. over the week-end. Reports are current that he will appoint a new producer for the CBS "Hollywood Hotel" program.

(Continued on Page 6)

Bend Down Mister

Albany — Announcer Bert Madden of WABY resumes his spot as "Tall Man" of the station when he gets back upon his stilts in his Man-in-the-Street broadcasts. He is heard daily in his stiltwalker quizz, sponsored by Nu Enamel Stores.

U.S. PROGRAMS "CREAM" OF SHOWS, CBC ADMITS

Montreal—Elimination of commercial programs is the ultimate policy of Canadian Broadcasting Corporation, L. W. Brockington, chairman of the board of governors, reiterated, before the parliamentary broadcasting committee. The corporation was faced with the paradox of having to enter the field of radio advertising in order to obtain revenues and resources that would ultimately make it independent of such revenues, he said but such revenue would be

(Continued on Page 5)

WIL Case Denied Review By U. S. Supreme Court

Washington Bureau, RADIO DAILY

Washington — The petition of the Missouri Broadcasting Corporation, operators of station WIL in St. Louis, for review of their case against the FCC was denied today by the Supreme Court.

The High Justices upheld the deci-

(Continued on Page 6)

Pearce From Coast June 7

Al Pearce will move his "Watch the Fun Go By" program to Hollywood for origination at KNX for a minimum of eight weeks, starting June 7.

CIO UNION LOSES OUT ON ITS WABC PETITION

National Labor Relations Board has dismissed the American Communication Assn's petition for investigation and certification filed by the CIO union some months ago.

Union claimed it should be the sole bargaining agent for WABC, while the network contented it did not represent the majority of the CBS employees in the nine stations run by the network.

NLRB ruling makes the Associated Broadcast Technicians the sole bar-

(Continued on Page 7)

Carter and Warren Win Met. Opera Co. Contracts

John Carter and Leonard Warren on Sunday were declared the winners of the "Metropolitan Auditions of the Air" and awarded contracts by the Metropolitan Opera Assn. A cash award of $1,000 each and silver pla-

(Continued on Page 5)

Nixes Casting Agency

Chicago—The local chapter of the American Federation of Radio Artistes upheld the directors' action in forbidding registering with the Radio Central Casting Agency at an open meeting held Sunday. There are 550 members, or about 95 per cent of Chicago actors and talent, in AFRA. Casting bureau has gone into audition business for aspiring amateurs.

WCAU SPEAKER DRAWS OVER 20,000 REPLIES

Phila.—Acting on a suggestion by one of his listeners that he get up a petition to Congress to pass a law prohibiting commentators et al from preaching foreign government political doctrines where a consideration is involved. Mac Parker WCAU commentator passed it on to his audience.

(Continued on Page 7)

Stock Fraud Indictments

Washington Bureau, RADIO DAILY

Washington—Five individuals were indicted by the Department of Justice and the SEC for fraudulent sale of stock in the Television and Electric Corp. of America and the Television and Projection Corp. Elias T. Stone, alias, Elias T. Silverstein, Harold F. Stone, Sam G. Kennedy, John Anderson and E. T. Shaw, alias S. Tate were indicted.

All 'Round Man

St. Louis—KWK almost lost announcer Foster Brooks by its novelty airing of a singing coyote from a local theater. Brooks was such a "howling" success in his imitation of the critter who is accompanied on the banjo by its owner that the latter tried to sign him up.

NAB Will Hire Paid President IF "Go-Ahead" Is On The Line

"Fibber" McGee Renewal

S. C. Johnson & Son, through Needham, Louis & Brorby, on Apr. 12 will renew "'Fibber' McGee & Molly" for another 52-week run on about 60 NBC-Red network stations, Tuesdays, 9:30-10 p.m. The repeat show on Apr. 26 will be shifted to the 12:30-1 a.m. spot.

Preparatory to its deferred meeting in Washington tomorrow, the NAB board which expects to choose a paid president and otherwise give definite impetus to the reorganization plan as approved last month at the annual convention, Mark Ethridge, temporary chairman, has addressed a communication to all members urg-

(Continued on Page 6)

Needed Ice

Nashville—For one week hundreds of performers and visitors to WSM, here, passed a display of 17 bottles of pop in the station's reception room. After a week all but one bottle was returned to its sponsor and station claimed recognition for what it terms "unequalled honesty."

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : Business Manager

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FINANCIAL

(*Monday, Mar. 28*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	117½	114¾	116	— 1½
Crosley Radio	6½	6⅛	6½	+ ½
Gen. Electric	31⅝	30½	31¼	— ⅜
RCA Common	5¼	5	5	....
RCA First Pfd	44¼	43¼	44¼	+ 1
Stewart Warner	7¼	7	7⅛	— ⅜
Westinghouse	72½	70	71	+ 1
Zenith Radio	11	10⅛	11	+ 1

NEW YORK STOCK EXCHANGE

Hazeltine Corp.	14	13¾	14	— ¼
Nat. Union Radio	½	½	½	...

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	3⅞	4⅞

Dr. Pepper Dixie Network Will Be Revised April 3

Dallas—The Dr. Pepper Dixie network of 24 stations will be revised on Apr. 3. Program, featuring the "Pepper Uppers," will celebrate its third anniversary on Sunday and will have Ran Wilde, Jimmie Gunn, the "Four Bachelors," the "Tune Tumblers" and Ivan Wayne and Milla Dominguez as vocalists.

Network now consists of stations in New Orleans, Winston-Salem, Charlotte, Chattanooga, Knoxville, Raleigh, Columbia, S. C., Louisville, Asheville, Greenville, S. C., Atlanta, Birmingham, Nashville, Memphis, Jackson, St. Louis, Little Rock, Dallas, Tulsa, Shreveport, Oklahoma City, San Antonio, Houston and Fort Worth. Tracy-Locke-Dawson, Inc., has the account.

Monroe Set for Earle

Lucy Monroe will open a week's engagement at the Earle Theater on April 1.

WQXR
BETTER BROADCASTS for BETTER BUYERS
INTERSTATE BROADCASTING CO.
730 Fifth Ave., New York

NETWORK SONG FAVORITES

Following is an accurate list of performances for the week ending March 26 covering songs played from 5 p.m. to 1 a.m. on CBS and two NBC networks. Only compositions played 15 times or more are included. This listing is a regular Tuesday feature in RADIO DAILY.

Selection	Publisher	Times Played
Tipitin	(Leo Feist Inc.)	36
There's A Goldmine In The Sky	(Irving Berlin Inc.)	34
How'd Ja Like To Love Me	(Famous Music Corp.)	27
You're An Education	(Remick Music Corp.)	23
Thanks For The Memory	(Paramount Music Corp.)	22
In My Little Red Book	(E. B. Marks Music Co.)	21
Please Be Kind	(Harms Inc.)	21
Whistle While You Work	(Irving Berlin Inc.)	21
Always and Always	(Leo Feist Inc.)	20
Love Walked In	(Chappell and Co.)	20
Heigh Ho	(Irving Berlin Inc.)	19
Let's Sail To Dreamland	(Larry Spier Inc.)	19
On The Sentimental Side	(Select Music Corp.)	18
Sunday In the Park	(Mills Music Inc.)	18
Sweet As A Song	(Robbins Music Corp.)	18
At A Perfume Counter	(Donaldson, Douglas and Gumble)	17
I Can Dream, Can't I?	(Marlo Music Co.)	17
Two Bouquets	(Shapiro-Bernstein Inc.)	17
Dipsy Doodle	(Lincoln Music Corp.)	16
I See Your Face Before Me	(Crawford Music Corp.)	16
More Than Ever	(Miller Music Corp.)	16

Sto-Kol Campaign July 1

Spot campaign for Sto-Kol, automatic stoker, will get under way after July 1. Midwest, south and north central territory are expected to be covered in the campaign which is handled by the Frank Presbrey agency. Leroy Kling is account exec.

G. M. Canadian Program

Montreal — Beverley Baxter, M.P., noted journalist, will be heard each Tue. night at 10 o'clock EST in a series of 15-minute broadcasts from London over Canadian Broadcasting Corporation's network of twenty-nine stations. The programme entitled "From the Heart of the Empire" is sponsored by General Motors of Canada.

Selling Keystone State

Pittsburgh—The Pennsylvania State Commission (CBS show), tonight will use Governor Earle as well as a line-up of network talent to sell the Keystone state to the nation. The Governor will speak from WHP, Harrisburg, at the half-way point in a musical program that features Eloise Drake, soprano, Edward Roeker, baritone, and the Pennsylvania Pioneers Orchestra under the batonship of Robert Golden, staff musical director of WCAU. Program is dedicated to the Swedes and Finns who settled Pennsylvania in 1638.

Sears Renews in Philly

Philadelphia — Nathan Fleisher, WDAS foreign language commentator will be renewed for another 26 weeks by Sears, Roebuck Co. This will make the only program which Sears is sponsoring at the present time in Phila.

Dale Carnegie, Inc.

Albany—Dale Carnegie, heard over NBC-Red web, has filed papers of incoroporation here for two companies: one, to edit his publishings regarding human relations, public speaking, etc.; the other to conduct courses in public speaking, business efficiency, and similar subjects.

COMING and GOING

JEANETTE MacDONALD, film star, is en route to New York from Hollywood.

DICK HEATH, commercial manager of KTAR, Phoenix, is back at his desk after a visit to NBC-Hollywood offices.

SIDNEY FULLER, KGB manager, is conferring in Hollywood with Lewis Allen Weiss, general manager of Don Lee net.

JACKIE HELLER, formerly with Abe Lyman's orchestra and Ted Hammerstein's Music Hall program, is vacationing in Hollywood.

RICHARD L. MEYER, general manager of International Broadcasting Co. of London, is among today's arrivals on the Normandie.

KAY BARR, KDKA publicity director, has left on a two-week Florida vacation.

ED MEADOWS, beauty consultant on WHB, Kansas City, is back after a New York trip.

SAM BENNETT, KTAT general manager, is back in Fort Worth, Texas after a business trip to Kansas City.

LOREN STONE, assistant general manager of KIRO, Seattle, has returned to his desk after a ten-day vacation.

ROBERT STEPHAN, radio editor of the "Cleveland Plain Dealer", is in town.

AL GOODMAN, band leader, is en route east from Hollywood. He was conductor of the Warner Bros.-Lucky Strike show which folded last week.

EARL GAMMONS, general manager of WCCO, Minneapolis, is in town. He plans to leave for home late today.

L. WARD WHEELOCK, JR., head of his own agency, planed to Hollywood over the week-end.

If You Lived in Kalamazoo

WKZO's primary coverage, only, includes.... 71,844 population. Secondary coverage 367,187 population.

.... where there's only one Radio station in the city... chances are you'd listen to that station (WKZO) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times ... add WXYZ (key station) Detroit ... and you have, figuratively speaking, an advertiser's paradise

MICHIGAN RADIO NETWORK

WXYZ KEY STATION



DETROIT MICHIGAN

The Paul H. Raymer Co., Representative

SALES ECHO

PROGRESSIVE Advertisers realize that to be "Keyed To Sales" to our *rich* "Friendly Family" of 2,500,000 Italo-Americans there is only one way ——

The Italian way!

ALSO do they know that with Italo-Americans, who constantly spend over a Billion Dollars annually, all kinds of American products of merit can be quickly popularized so as to become a permanent part of our "Friendly Family" that lives with us every day of the year!

BY outstanding results in the Italo-American Market does the Sales Echo of our many Successful Sponsors spread and grow louder and louder. To profit, tune in and tie up with *this* Sales Echo!



WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Los Angeles

FRANK RUSSELL, KFI-KECA announcer, reeled off 470 words a minute on Jimmy Vandiveer's "fast talking" contest over KFI last week, but when dialer's votes are counted, station execs. believe that Chet Huntley, with 449, will be the winner, because of his verbiage being more intelligible.

After being off the air for seven weeks, due to illness, Rheba Crawford, militant evangelist, returns to KMTR this week and will be heard Mondays at 8 p.m. "Your Romance," temporarily muted, resumes this week also, and "Gloomy Gus and Sunny Jim," blackface comics, inaugurate a new series. All are Monday night shows.

"Those We Love," Pond's NBC serial featuring Nan Grey and Richard Cromwell, switches from its Tuesday spot to a new time at 5:30 Mondays, effective April 4.

Jack Benny's broadcast from New York Sunday was the first in 3½ years on which Don Wilson missed making his "six delicious flavors" sales talk.

Lawrence Grant will review current pictures over KHJ-Don Lee Thursdays at 11 a.m., pre-squaring any possible future squawks about critical critiques by labeling the program "I Pay For My Seat."

John Ridgeley and Carole Landis will appear in a tabloid radio version of "Special Agent" on the Warner's "Academy of Acting" program over KFWB on Wednesday night. Sid Hickox, first cameraman, will guest in the producer's role, and Wayne Morris also will make an appearance.

A new A Capella choir, under the direction of Reed Cox, will make its radio debut over KECA on Wednesday evening at 8. Cox, conductor and arranger, is on the music staff at both Loyola University and Venice High School.

Knox Manning's "Headlines on Parade" over KNX and CBS Pacific Coast shifts from Tuesday airing to Wednesdays at 5:45 to 6 p.m., fifteen minutes later than formerly.

Helen Brown becomes a member of the "Charlie Chan" cast with the episode airing April 1 on KNX, and will be included in most future scripts of the transcribed serial.

Luther Whiteman and Samuel L. Lewis, co-authors of "Glory Roads," will be interviewed on KMPC's "Meet the Author" program Wednesday at 3:45 p.m. Margaret Wilson conducts this series from the Beverly Hills Public Library.

DOROTHY DRESLIN
Lyric Soprano
MAGIC MELODIES
Tuesday WJZ 7:45 P.M.
Also heard
Tues., Thurs., Sat. WJZ 8:15 A.M.
Management NBC Artists Service

MAIN STREET WITH OL' SCOOPS DAILY

● ● ● **From Our Little Red Book!....Renewed interest in airing X-Mayor James J. Walker as a daily newscaster on MBS, was discussed yesterday between WORtists' bureau (who handle Walker) and an agency. ...."Hobby Lobby" folds tomorrow but Hudson have taken an option for the summer. However, a cosmetic account may mooch in on the show within a few days!....George Jessel will do a shot for Jack Benny.... Chester Lauck, one of the leads of Lum & Abner, has been ailing but did his show....Bob Ripley's show will be renewed for 26 weeks on April 26. ....Nothing to the rumor that Fred Waring will work for Sun Oil...."Let's Visit" may be sold coast-to-coast this week...."Lamplighter", WOR'show for Grossman shoes picked up two sponsors on MBS as a co-op production last week....Sterling Agency have set up a subsidiary to handle co-op features....Herman Paley of the WOR sales force, who was out for five weeks, returned to collect his back pay envelopes yesterday....Bart McHugh, formerly prexy of WIP, Philly, has joined the radio dept. of MCA....Lucky Strike is auditioning a morning show again.**

● ● ● *Sunday nite at the Casa Manana, after other topflight performers did a turn, Jack Benny was called upon. From the moment he rose to answer the applause—till the second he left the stage, Benny showed the assemblage why he was great. In discussing Paul Whiteman, who was celebrating his birthday there, Jack pointed to Billy Rose sitting in a box—and said: "That's the 90 lbs. Whiteman lost!"....Val and Jim Foster, 16 and 17 respectively, sons of Gen. Mgr. A. S. Foster of WEW, St. Louis, are learning the radio game from the ground up, under the watchful eye of pop. ....After school each day they relieve at the telephone switchboard, run errands and lick stamps—the latter act being heartily approved by the elder Foster, who says it ruins their appetites and keeps them from eating so much dinner at home....Betty Underwood's father, (she's the singer with Samuel Benavie's orchestra on WJR, Detroit) won $2,300 on the Irish Sweepstakes, and turned over that sum to her to further her operatic ambitions. After her initial show the other nite, WJR program men predicted a great future for the young lady.*

● ● ● **Wm. Morris office have been asked to submit a figure for the air services of Sir Harry Lauder on a fall commercial....Nothing will replace Kay Kyser for Lucky Strike on the WOR series, since operation went to NBC...."Fifi" remains with the Eddie Cantor show...."Your Family and Mine" which starts on NBC April 25th is written by Lillian Lauferty—who does the CBS Big Sister show....John Conte has been renewed for 13 weeks to wordsling the Burns & Allen periods....Vapex quits MBS' "Let's Play Games" Friday—but the show will continue sustaining....Audrey Marsh and Lois Elliman have been signed by CBS.... Sylvia Froos plays Wash. next month....Nat Abramson and his wife go to Europe April 26th to scout foreign air talent....Bill Goodwin nixed an offer to announce the Benny Goodman Camel series to work on a Lord & Thomas' 26 week transcribed series.**

● ● ● *A gala anniversary program is being planned for Dow's Dawn Patrol, heard daily on WKRC, Cincinnati, Ohio, when it celebrates its first year on the air April 23. Al Bland, genial gentleman of the south, has been the show's pilot since it began....Edward Wallis, dramatic supervisor at WIP, Philly, was casting the new dramatic serial, "The Trailer Family". Everything went along nicely until he came to the part of "Junior", a young scamp. Person after person was tried; all were found wanting. Finally, in desperation, Ed tried Alma MacKenzie who plays nurse-maid to a friend's baby on Tuesdays and Thursdays, and she said she would take the role if some sort of care could be taken of the child!*

Chicago

GRACE BOK, formerly publicist for Clara, Lu and Em and for Virginia Payne, has associated herself with the Chicago Earle Ferris office, now headed by George Livingstone, formerly with CBS. Ed Reynolds is the other member of the local staff. Bernie Milligan of Hollywood staff has returned from New York and was due to plane back to west coast this week-end.

Virginia Clark, who plays lead in "Romance of Helen Trent", and Dorothy Shideler, free lance actress, have bought adjacent homes in suburban Glen View and motor into town together each day.

Arch Oboler, author of "Lights Out", is using musical themes as inspiration for several of the scripts he is writing for Boris Karloff. Next week's opus is based on Sibelius' "Valse Triste". Another one he is working on owes its inspiration to "The Night on Bald Mountain".

Ken Fry, director of NBC special events department, addressed the Oak Park Rotary Club on "Building Special Events for Radio."

What with all the controversy over swinging "Loch Lomond", no one has to date mentioned fact that for years it has been theme of Alexander McQueen, the "Nothing But the Truth Man", whose broadcasts are currently aired over WCFL. Alex does not go for a swing version.

Anne Seymour of "Mary Marlin" is hostess to Margaret Sangster, of "Arnold Grimm's Daughter," General Mills serial, who is here from New York conferring with sponsor, and also to her uncle E. L. D. Seymour, horticultural editor of a national magazine.

Bill Bouchey, leading man of the "Romance of Helen Trent", has joined cast of "Stepmother" as Peter Barton, romantic menace.



6 STRATEGICALLY LOCATED OFFICES MANNED BY SEASONED RADIO MEN

selected on the basis of their advertising ability and radio experience to present in the most helpful manner complete information regarding Blair stations and markets.

John Blair & Co.

CHICAGO NEW YORK DETROIT
SAN FRANCISCO LOS ANGELES SEATTLE

ORCHESTRAS MUSIC

By TED LLOYD

INA RAY HUTTON, the blonde bombshell of rhythm, and her Melodears, today signed management contracts with Chas. E. Green, president of Consolidated Radio Artists, Inc.... Under terms of the contract CRA has exclusive management of Ina Ray Hutton for all location and tour bookings for a five-year period.... Due to a previous contract, however, the Hutton theater bookings will not come under Consolidated until Feb. 10, 1939....Happy Felton goes into the Arcadia in Philly, April 15. He was slated to open before—but because of another bandleader's illness, Felton took over the contractorial obligations. Johnny Long's crew subs....Mickey Alpert and his band open at Mickey and Mario's Mayfair Farms (on the road to Philly) April 16. Alpert is part-owner and will use broadcasting wires for advertising.

Pat Ballard, radio writer, has written a musical comedy called "When the Cat's Away," which Eddie Dowling has bought for fall production. Opening is planned for Labor Day. James Hanley is writing the music.

RECORD REVIEWS: Ted Weems and band on Decca's 1704, playing "What Are You Doing The Rest of Your Life?" with Parker Gibbs vocalizing, is in the usual Weems' groove. Backed with Percy Como's singing of "Goodnight Sweet Dreams, Goodnight", the wax is worth the price asked....Decca's 1715 features Ruby Newman's crew doing "Bewildered" and "Girl of the Golden West". Ray Morton pipes both sides....First tune is catchy—second just so-so....Brunwich's 8092 has Horace Heidt's versatile band playing "Bewildered" and "A Gypsy Told Me". Larry Cotton handles the vocal on the first—Charles Goodwin the second....Wax is typical Heidt delivery—which is oke for our money!.....Bluebird's 7406 features Freddy Martin's band doing "Yes, There Ain't No Moonlite"—a favorite of ours—with the trio and "A Little Love Will Go A Long, Long Way" which has Elmer Feldkamp singing.

Shep Fields was floored by appendicitis and had to cancel several theater dates.....Rudy Vallee will appear at the Paradise Restaurant in April, prior to his opening at the Astor Roof....Richard Himber will be the first band leader to broadcast from Manhattan Beach with a Mutual wire this summer....Larry Clinton will be heard from the Meadowbrook in New Jersey with a CBS wire.

WROK IS THE
RADIO VOICE
OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN
ROCKFORD, ILL. KELLY-SMITH

NEW PROGRAMS—IDEAS

CKY's Educational

CKY, Winnipeg, will air "Geography Begins At Home", a broadcast which will show how a regional survey can be made in a rural district for the study of home geography. Program is designed not only to teach children a community sense but also interest parents in the work of local schools in addition to making the study of distant lands more vivid. Instructions to teachers will be supplied prior to the broadcast which is sponsored by the Department of Education.

Revives Stock Co.

WFBC, Greenville, S. C., has assembled a group of semi-professional players led by Capt. Michael Seymour in what may be a revival of the theatrical stock company. Group, calling themselves The Arcadians, tour surrounding communities in a trailer, besides doing a half-hour script serial over the air once a week. Advance dates in various towns are announced during their scheduled airing. Using good psychology, they choose a play in which the city slicker is outsmarted by the honest worker in industrial centers; and in farming sections a farm boy is usually the hero.

New Baseball Slant

WCKY, Cincinnati, is going to give its listeners the grandstand perspective on the opening of the baseball season as a relief from the usual spring interviews with baseball players and managers. Each evening Rex Davis, sportscaster, will interview a dyed-in-the-wool fan on what he thinks of the Cincinnati Reds' team. Fans have been lined up for the week.

More Vox Pop

"Public Opinion", a Vox Pop show heard on KTAT, Fort Worth, uses the psychology that a man is lonely and open to conversation after he has finished dinner, smoked a cigar and read the evening paper. Program is aired by program director Spencer Allen who interviews guests at the Hotel Texas on headlines of the day and news issues.

Character Reading

WCFL, Chicago, is presenting a new series of educational broadcasts whose purpose is to teach the radio audience to read their own character from their handwriting. Program, called Know Yourself, is conducted by Bill Cavanagh, graphologist.

Carter and Warren Win Met. Opera Co. Contracts

(*Continued from Page* 1)

ques were presented to the winners by the sponsors of the NBC program, Sherwin-Williams Paint Co.

Philip Duey and Kathleen Kersting were given honorable mentions and have an excellent chance to join the "Met" soon. A total of 707 contestants were heard in the auditions which ran over a period of 26 weeks.

Fact that Carter had won was announced on the Chase & Sanborn Hour Sunday night. Carter is substituting on the program for Nelson Eddy and was given time off to come east for the auditions.

Warren is heard on several spots weekly on WOR.

Dyer Licenses Erpi

Frank L. Dyer, Inc., yesterday announced that Electrical Research Products, Inc., for itself and in behalf of Western Electric Co. acquired a license under his patents. Decca Records, Inc., relative to long playing recordings, has also acquired a license, and the suit instituted by Dyer against Decca has been discontinued. Dyer patents are handled by the Frank L. Dyer, Inc. Negotiations with other manufacturers are now under way it was announced.

Mutual Airing Bowie Races

Baltimore—Bowie races, April 1 to 14, will be broadcast over the Mutual web by John Wilbourn of WBAL. Nag chatter will be a daily feature at 4:15-4:30 p.m.

Will Drop Commercials; Reiterates CBC Chairman

(*Continued from Page* 1)

limited to $500,000 a year. The commercial programs now brought in by the corporation from the United States constituted the "cream" of radio entertainment, it was admitted. They were undoubtedly listened to by those with efficient receiving sets in any event, and by putting them on the Canadian chain the corporation made them available to many who otherwise could not hear them.

WSMB Signs with AFM

New Orleans—WSMB, one of the IRNA holdouts, and the American Federation of Musicians have reached an agreement whereby the station agrees to hire extra musicians to the limit of its music budget for the next two years. Union wanted the agreement to be retroactive to Jan. 17, but this was dropped. Contract does not call for a closed shop. Musicians, however, have a gentleman's agreement with the station that no non-union men will be used for commercial programs.

REEVES
SOUND STUDIOS, Inc.
Complete Transcription and Film Service
1600 Broadway, N. Y. C., Circle 6-6686

GUEST-ING

ROCHELLE HUDSON, on Kate Smith Hour, March 31 (CBS, 8:00 p.m.)

WEBER and FIELDS and ED. ARNOLD, on "Thirty Minutes in Hollywood" program, April 2 (MBS, 6:00 p.m.).

JOSEF HOFMANN on American Banks program, April 4 (NBC-Blue, 9 p.m.)

KITTY CARLISLE on "Schaefer Revue," Thursday (WEAF, 7:30 p.m.)

CHARLES CLAPP, on Vivian Shirley program, tomorrow (WNEW, 2:30 p.m.)

WALTER LANTZ, movie-producer, on "Headlines on Parade" program, today (KFWB, 5:30 p.m. PST)

JOSEPH ROBERTS, on "Calling All Stamp Collectors" program, April 2 (NBC-Red, 1:00 p.m. PST)

EDWARD and GERTRUDE OWENS and GEORGE ANDREWS, a great-grandson of Hyam Solomon, on "We The People" program, March 31 (CBS, 7:30 p.m.)

MARION CLAIRE, soprano, WARREN WILLIAM and ANNA MAY WONG, film stars, on Kraft Music Hall program, March 31 (NBC-Red, 10:00 p.m.)

GROMBACH PRODUCTIONS
INC.
113 West 57th St., New York

Program ideas, presentations, direction, material, adaptation, talent negotiation, casting, doctoring, consultant services, production.

Radio Program Service in whole or in part, Unit Productions or Production Units set up, sold or leased. Program requirements analyzed and legal clearances checked.

Agency ideas developed by studio experimentation to production of audition.

Permanent staff—private studios—Recording facilities.

Talent, Casting and Program files begun in 1928.

Phone Circle 6-6540

Exclusive Representatives for outstanding free-lance writers and directors.

INDIE COMMITTEE WILL CONFER WITH AFM EXECS.

(Continued from Page 1)

any commitments. It is hoped that a yardstick can be set up whereby the Indies will be able to dicker with their own locals in solving the AFM situation through the meetings between the committee and the AFM.

Entire day was taken up with the problems that now confront the 384 Independent stations in regard to their connections with the AFM, electrical transcription manufacturers and recording companies.

Morning session was devoted to a resume of the ultimatum given the ET companies by the AFM as explained by Mark Woods, NBC. Woods stated that the ET manufacturers have refused to sign the license offered them by the AFM and containing the "Secondary Boycott" clause against all stations that do not agree to the AFM demands. Lloyd Thomas, chairman, reviewed events preceding the calling of the present meeting, and Stanley Schultz read a letter that was sent to 384 Independent stations by the committee asking support for yesterday's meeting. Of the 384 letters submitted, it was learned that 127 had been answered asking the committee to represent them as they would be unable to attend the meeting.

Involved in the detailed explanation and discussion were Gordon P. Brown, WSAY, who brought up an ancient discussion between phonograph record manufacturers which had been anti-radio at the NRA hearings; Pat S. Stanton, who expressed the fear that other organizations, resembling NAPA, would crop up in all parts of the country if phonograph companies can enforce rule handed down by Pennsylvania Supreme Court whereby phonograph records are made for home use only; Chet Thomas, KFRU; Howard S. Frazier, WSNJ; Gilbert Freeman, WTAL, fiery speaker from Florida who took over the floor and in no uncertain terms demanded action from the assemblage; Ben Gimbel, WIP; Stuart Sprague, attorney, who brought up the point that unless the Indies reached a settlement, or bargained with the AFM, their entire transcribed spot business would be wiped out; Gregory Gentling, KROC; Phil Loucks, NAB and Elliot Sanger, WQXR.

Afternoon Session

Afternoon session picked up at 2 p.m. after an hour and a half recess with a clear picture of the entire situation presented by Laurence Morris, counsel for RCA. Morris, following the lead set by Mark Woods, Sprague and Loucks advocated a session with the AFM in ironing out the trouble. After short questioning and discussions by members, Harold Lafount proposed a committee to present problems to the AFM despite the fact that the Independents as yet have not been officially approached by the AFM. However, with the ET manufacturers now placed in the embarrassing situation of either refusing to sign a contract with the AFM, or stop sales to the stations and be liable to litigation by contracted stations, Lafount stated that it was imperative that the Independents act quickly. Motion, which recognized the problem, and called for the immediate appointment of a committee to negotiate with the AFM, was passed with only two dissenting votes. Rest of the session was taken up with individual station problems that were to be included in the committee's folio when it meets with the AFM.

Also carried was a motion asking the NAB to give its financial, active and legal assistance to the Independents.

An open meeting for those members remaining in town until today was held last night at which time Lloyd Thomas and his committee drafted preliminary plans for its AFM sessions. It is doubtful, however, whether the committee will be able to meet the AFM Executive Board for at least another month or two. It is expected that the preliminaries, if not everything, will be cleaned up before the AFM convention in June.

The committee, headed by Lloyd Thomas, WROK, and composed of Henry McNaughton, WTBO, Gregory Gentling, KROC and Stanley Schultz, WLAW, will be augmented by Harold Lafount, New York and Washington, vice-chairman, Frank R. Smith, WWSW; C. Alden Baker, WRNL, Edgar Shutz, WIL, and Jack R. Howard, WCPO.

Howard Loeb, WFDF, fifth member of the original committee, resigned his position late last night via a wire sent to Thomas at the New Yorker. Loeb is at present on vacation.

RADIO PERSONALITIES

One of a Series of Who's Who in the Industry

A. B. CHAMBERLAIN

RESPONSIBLE for reception to CBS' radio stations throughout the country, A. B. Chamberlain, chief engineer of the Columbia Broadcasting System, makes good use now of a complete and varied electrical and technical education. Following his graduation from the U. S. Naval Radio School in 1921, he acted as instructor there. In 1923 he engaged in electrical radio construction and operation with the 8th Submarine Division. From 1923 to 1927 he was broadcast engineer at WGY, Schenectady; in 1927 became chief engineer at WHAM, Rochester, and general manager in 1928. In 1929 went to the Buffalo Broadcasting Corp. to become director of technical operations, supervising WKBW, WGR, WMAK and WKEN, and in 1930 was vice-president of the Buffalo corporation.



Feeds CBS' Web

In 1931 he became chief engineer of the Columbia Broadcasting System. Chamberlain is a member of the Institute of Radio Engineers, a director of the Radio Club of America and a lieutenant, C-V (S) of the U. S. Naval Reserve. Hobby (if any) was not divulged, but probably operates a short-wave set from the privacy of his study.

WIL Case Denied Review By U. S. Supreme Court

(Continued from Page 1)

sion of the FCC in granting the application of the Star Times Publishing Company of St. Louis and denying the petitioners application to secure for their station an improved status.

Basis for the Missouri Broadcasting appeal was the action of the Commission in rendering its decision without any statement of facts until one day after the effective date of the decision. The United States Court of Appeals upheld the FCC which was affirmed by the Supreme Court today without a written opinion.

Betty Goodwin Resigns

Miss Betty Goodwin on Apr. 1 will resign as NBC fashion editor. She will be succeeded by her assistant Miss Amelia Umnitz. Miss Goodwin, however, plans to continue her television activities.

Ward Wheelock Looks At "Hollywood Hotel" Setup

(Continued from Page 1)

Fred Ibbett now has the assignment, but is expected to step out on May 15. Brewster Morgan, of CBS, Bill Bacher and Paul Munroe, of Lord & Thomas, are all being mentioned as Ibbett's successor.

Bosco Renews on WOR

Bosco Company has renewed its WOR shows for a 13-week run, effective April 4. Don Ross, Paul Barron and Sammy Liner are on the show, which is produced by Tyler Davis of Kenyon & Eckhardt agency.

Muller account, also handled by Kenyon & Eckhardt, will probably sign off in June for the summer months. Plans for Knox spot announcements for the summer months are not yet definite, but there is a probability that a few of them will run through, while the remainder will fold during the hot weather.

NAB MEETS TOMORROW TO PICK PAID PRESIDENT

(Continued from Page 1)

ing them to read it and make up their minds immediately in order to "save money and trouble". What the board wants to know now is, does the industry really need the representation that has been proposed. As though answering the latter in advance, Ethridge pointed out 14 points pertaining to problems of the entire industry. Whether the member in question wants to "go along" with the plan or not, today is the deadline for his answer.

Points and problems confronting the industry as outlined by Ethridge are as follows: The FCC has ordered an investigation; Senate Committee on Interstate Commerce has reported favorably on the resolution of Senator White of Maine, providing for a sweeping investigation of the radio industry; The Duffy Copyright Bill is now being pressed by its author; Ascap licenses expire in Dec. 1940; Musicians situation now affecting the independent stations; McAdoo-Chavez Bill, providing for construction of a $3,000,000 government station in Cal.; President signed the Wheeler-Lea bill broadening FTC powers in radio advertising; question of record companies or artists or both, or neither having right to license stations for use; Havana treaty status; FCC stand on newspaper owned stations, long-term licenses, yardstick for measuring station's value for resale, etc.; State regulations, bills proposed and pending; tax questions in Congress; international broadcast policy of the government and other items.

Letter further seeks the backing at once of the industry before taking the leap and naming a highly paid president who will at first want to know where he stands, probably before accepting the proposition.

Unofficial sources now believe that Phil Loucks would not be the choice whether through his own desire or otherwise, is not known. Ethridge, however closed his letter with the remark that the committee could not go ahead until financial and moral backing was forthcoming from the industry, large and small broadcasters.

Florida Group Changes In CBS's New Rate Card

(Continued from Page 1)

which becomes a 50 kw. station on or about July 1 will be $375. This increase has been previously announced by the CBS sales department.

Complete CBS network of 112 cities for an evening hour is $22,170, gross. Old rate listed 104 cities for $21,770.

ANA's Closed Meeting

Assn. of National Advertisers will hold a "members only" meeting at the Westchester Country Club, Rye, N. Y., May 4-6. Arthur E. Tatham, of Bauer & Black, Chicago, is chairman of the program committee.

PROGRAM REVIEWS

"CAMEL CARAVAN"

R. J. Reynolds Tobacco Co.
WABC-CBS, Mon. 7:30-8 p.m.
Wm. Esty Co.

CANTOR'S INITIAL SHOW FAST BUT SOUNDS LIKE A "QUICKIE".

Leaving Texaco last Wed., Eddie Cantor and Co., moved right onto the Camel cigarette payroll, with the first show being somewhat of a disappointment. Material generally, was poor, but the laughs did not diminish insofar as the studio audience was concerned. Walter Woolf King, stage and screen baritone, announced in place of Jimmy Wallington but had first-night stage fright apparently. At least it seemed so at the finish. Gladys Swarthout, mezzo soprano from the Metropolitan and heard on various programs did a good job as usual, while Deanna Durbin also came in for a moderate swing version of Loch Lomond. Edgar Fairchild orchestra, did not have much opportunity to show its wares, but Bert Gordon, "The Mad Russian" contributed a few laughs. Harlem Negress, winner of a grand prize in the Irish Hospital Sweepstakes, jazzed up the proceedings considerably, if not exactly with dignity. Benny Goodman will hold down the Tues., spot for Camels on this same network. But Cantor, good or bad, Camels didn't hurt itself any dropping its recent Hollywood show.

Family Life

The domestic problems that assail every normal Canadian household are brought to light in a series of modern comedies presented to CBC listeners Fri., 8:45 to 9:00 p.m., EST. Introducing the family of Fusbies—Sam, the head of the house (who sometimes doubts this distinction), Martha, his devoted wife and Cynthia, his niece, the program is unaffected in title and content, is simply called "The Fusbies."

Produced in the CBC studios at Toronto, these miniature studies of everyday life are designed by Wis McQuillan, who plays the role of the patient bread-winner, and whose fame as an entertainer preceded him from the west, where he gained a reputation as a radio actor and master of ceremonies.

Voice of Experience

The self-righteous sounding "Voice of Experience" is now hawking Lydia Pinkham's remedy. He's about the same as ever—sugary for those who like honey in their coffee, but nauseatingly sweet for others. His spiels are, as usual, slanted for the sentimental ladies. He brings in plugs for various charities and in so doing, does a rounded job of building himself up as a philanthropist. At least that's the impression gained from listening to the session. He also accepts gold and gold certificates and sends cash for the full value. If you're any further interested, he'll sell you a batch of pamphlets on courtship.

☆ PROMOTION ☆

Modern Train Campaign

In a program designed to show the need of modern streamlined trains between northern points and Miami, prominent business men are interviewed by Warren Smith, "Daily News" reporter over WIOD, Fla. Smith has been handling the campaign to obtain this transportation.

WIS Booklet

WIS, Columbia, S. C., has issued a new booklet entitled "WIS Sells Itself". A 32-page publication with blue and white cover, it tells the story of promotional and publicity activities of the station and will be distributed to advertising agencies.

800,000 Ears

"Happy New Ears! 800,000 more..." is bannered on the front page of a WIP brochure. The Philadelphia outlet has issued an announcement of its new antenna and transmitter which it declares have added 400,000 listeners to its signals. Included is a two-color map showing the results of a signal intensity survey and pertinent facts on WIP's improvements.

WSIX School Stuff

WSIX, Nashville has had so much success with the weekly airing of school programs in which all the talent is furnished by the school that station not only contracted for an additional 13-week period but also is making negotiations with the higher institutions of learning, such as Vanderbilt, State A. and I. College, Peabody College and Ward Belmont College.

KGKO Newspaper Campaign

KGKO, Fort Worth, is running an extensive newspaper campaign to announce its opening on May 1. Business Manager D. A. Kahn has placed ads in twenty-five dailies and weeklies throughout western and northern Texas as well as southern Oklahoma in addition to a special supplement in the Sunday Fort Worth Star-Telegram on the first day of the new station's airing.

Battery Campaign

RCA Victor, through Advertising Manager Thomas F. Joyce, has announced an advertising campaign in farm publications to push the sale of low-priced battery receiving sets. Campaign emphasizes the new improvements such as current cutter and a distance booster, with the new low prices. For farms receiving electric power service a 5-tube AC operated table model is featured.

WKRC's "Schmaltz"

"schmaltz," with credit to Deems Taylor, is the title of a 24 page 6 x 12 inch booklet sent out over the weekend by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station.

Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

Local Service Plugged

The record of WQAM's service to its community is contained in a green covered booklet which the Miami station has just issued. Service features of CBS are not included in the brochure which stresses local WQAM programs. The station's news commentator, time signal service, weather, frost and storm resorts, religious, educational, safety education, municipal, chamber of commerce and other organizational and similar programs are described in the booklet.

"Lone Ranger" Merchandising

An elaborate merchandising campaign has been planned on the "Lone Ranger" airings over KFEL, Denver. Sponsor is offering over 200 free tickets weekly to "Lone Ranger" club members for the motion picture serial of the same name. The added attraction of seeing as well as hearing the popular cowboy-hero has added many members to the listeners club.

NLRB Denies ACA Plea To Lead WABC Employes

(Continued from Page 1)

gaining agent for all CBS owned and operated stations, with the exception of KMOX, St. Louis, which is affiliated with the IBEW.

The ABT grew out of the defunct organization known as the Associated Columbia Broadcast Technicians. Union recently expanded beyond the CBS set-up. WLS, Chicago; WWAE, WHIP, Hammond, Ind.; Chicago Broadcasting Council; KFAB; KFOR; KOIL and WFBM are also signed with the union.

Fred Langa, WEEI, Boston, is president of the ABT, and J. F. Novy, WBBM, Chicago, is secretary and treasurer.

WCAU Speaker Draws Over 20,000 Replies

(Continued from Page 1)

As a result of three broadcasts the past week, station claims 20,000 petitions have been signed and sent in, and there is no "turning back". Dr. Leon Levy, head of the station is issuing a statement sometime today.

Medical Society on Air

New York State Medical Society will sponsor a series of 26 transcriptions over 10 stations in the near future it was learned yesterday. Stations set to carry the disks are: WNBF, WIBX, WFAS, WMFF, WKVM, WMBQ, WSVS, WSAY, WWRL and WSYR. Commercial Recording Studios, Inc., cut the transcriptions under the direction of Dwight Anderson.

NEW BUSINESS
Signed by Stations

WOR, Newark: Maiden Form Brassiere Co., Console and Keyboard program; General Food Corp. (Diamond Crystal salt), Martha Deane program through Benton & Bowles; Manhattan Soap Co., Thomas Conrad Sawyer ET, through Milton Weinberg Advertising Co.;; Olson Rug Co., Oddities in the News ETs renewal, through Presba, Fellers & Presba; Penick & Ford, Ltd. (My-T-Fine Pudding), Uncle Don renewal, through BBD&O.

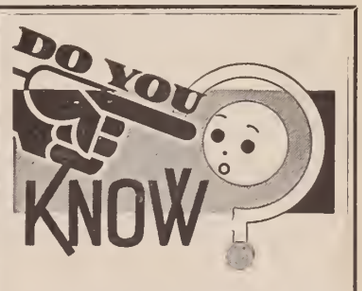
WFAS, White Plains: Gardner Nursery Co. (seeds), ETs, through Northwest Advertising Co.; Suburban Laundry Co., All-Request Club participating program and announcements; Prospect Supply Co. (Liberty Foods), Liberty Melody Winners programs ETs; Rockefeller Nash Co. and associated dealers, announcements.

WHIP, Hammond, Ind.: Publishers' Service (Woman's World Magazine), announcement renewal, through Albert Kircher Co.; Gardner Nursery Co. (seeds), ETs, through Northwest Radio Advertising Co.; Koenig's Nervine, musical program and announcements, through C. Wendel Muench & Co.; Musikhaus, announcements, through United Broadcasting Co.

WEAN, Providence: Citizens Savings Bank, Captains of Industry ETs, through Arthur Braitsch agency.

WNEW, New York: I. J. Fox Co., Mirror Man About Town and announcements, through Peck Advertising Agency.

WNAC, Boston: Krueger Brewing Co. (Ale), 15-minute programs, through Young & Rubicam (also 7 other Yankee Network Stations); Gardner Nursery Co. (seeds), ETs, through Northwest Advertising Co.; American Tobacco Co., ET announcements, through Lord & Thomas (also WEAN); Zonite Products Corp., announcements, through McCann-Erickson; Royal Lace Paper Works, Inc., announcements, through Lawrence C. Gumbinner Advertising Agency; Chamberlain & Co., announcements, through Callaway Associates; Richards Bros. Co., announcements, through McCann-Erickson; George E. Warren Corp., announcements, through Harry M. Frost, Inc.



In Montevideo, Uraguay, a city of one tenth the size of New York, as many as twenty-five stations are operating simultaneously.

PHILADELPHIA

The Knickerbockers newest stars to be heard over WCAU, are scheduled to go on the air with Dan Kelly, tenor, every week.

O. B. Hanson, NBC vice-president in charge of engineering, is making periodic visits to town to inspect KYW's new studios.

Marie and Burton Piersol, formerly of the Phila. Grand Opera are now being heard with the WDAS Ensemble.

Vernon Crawford and Fred Weber are now conducting WFIL's fastest program the "Ole Time Spelling Bee".

James Tinsdale of the WIP engineering staff is enjoying a Florida vacation and is due back in April.

Tommy Smith is now conducting WPEN's Royal Court of Children.

Bill Dyer, WCAU sports commentator is back at the mike after a two week trip through the south where he visited the training camps of the American and National League Clubs.

Edythe Rodaye and Jane King are now being heard in their sketches over WHAT and KYW.

Flo Donato, WDAS's director of Italian programs is celebrating his first anniversary with the station.

B. S. Mass who conducts the "Ad-Lib" program over WIP in the role of "Dr. Socrates" is a local high school history prof.

The Three Marshalls, a new vocal trio will be featured Tuesday over WCAU with Bob Golden's band.

After an absence of three months the "Meistersinger" returns to the airwaves over KYW.

The Malloys, vocal and instrumental group heard over WDAS, celebrate their third year of continuous broadcasting over the station.

Maxine Bauer and Joe Jenkins make their bow over WIP in a weekly airing of "Moon Indigo Revue".

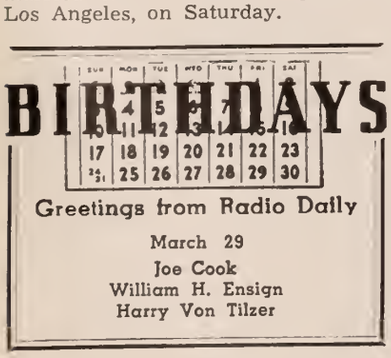
Charles P. Shoffner, who broadcasts "Topics in Season" weekly over WCAU, will celebrate his 15th anniversary on the air.

Allan Scott's suggestion to City Council on his broadcast over WCAU that they print and use stamps to collect the sales tax has been proposed by one of its members.

Mills Spooner, WFIL organist is now on the "Dawn Patrol" with an early morning broadcast for a commercial series.

Spring Gets 'Em

Charles Hotchkiss of the NBC-Chicago sales department will be married to Miss Carol Jaquith, of Los Angeles, on Saturday.



☆ Coast-to-Coast ☆

KMBC, Kansas City, has inaugurated a new series for the Missouri State Library Association, airing the first of four Friday afternoon quarter-hour sessions in which prominent local persons will speak on books and related subjects in an effort to stimulate interest in local libraries.

Jack and Margaret Orrison, "Adam and Eve" of the KDKA boy and girl script act, are scheduled definitely for three weekly airings. Title, which was changed to "The Newlyweds" due to the recent Mae West fracas, has reverted to its original title.

The KOIN Klock program, with Ivan Jones, Walter Stewart and Frankie Trevor has entered its seventh year. Fan mail is reported as exceeding 300 letters weekly.

Russell C. Comer, president of the agency bearing his name, has announced the sale of the Jimmie Allen transcription series to the Debus Corp., a baking firm in Hastings, Nebr. Series will be heard over KMMJ, Clay Center, Nebr.

KXBY, Kansas City, has set their spring schedule to open at 5:30 a.m. with a program directed at rural listeners. The early morning session, conducted by Jack Wood, will feature a farm bulletin devoted to rural news of 4-H clubs, farm activities, county fairs and similar events and will be interspersed with rural music.

KCMO, Kansas City, will launch a "Buy Now" campaign on March 30. The plan, prepared by Larry Sherwood, general manager, with the cooperation of various civic and service organizations, is an effort to use free station time to a useful end. Dramatic spots throughout the day will be used.

KTMS, Santa Barbara, will air, for the first time, the oldest invitational track meet on the Pacific Coast. Meet, which is held in Carpinteria, Calif., will be entered by fifty teams. Station plans to sell program.

KIRO, CBS affiliate in Seattle, has announced the appointment of Tommy Thomas as program director. Thomas, formerly an orchestra leader, has been in Seattle for the past five years.

Robert M. Wallace, chief engineer of WSPA, Spartanburg, S. C., has resigned to join WOLS in Florence, S.C., in the same capacity.....Vernon Bushong is a recent addition to the WOLS announcing staff.

Three theaters in Muncie, Ind., are sponsoring a program, "Music for the Family," over WLBC to promote theater traffic. Program, which is devised so as to include all members of the family, also airs theater and picture gossip of the current and ensuing week.

WRNL, Richmond, will air the finals in the eighteenth intercountry spelling bee, sponsored by the Richmond News-Leader. From the 130 contestants picked from the schools of eighteen counties, a winner will be chosen to represent Virginia in the national contest to be held in Washington in May.

Having conditioned himself at the local YMCA, Alan Hale, WISN sportscaster, left for the Milwaukee ball club's spring training camp where he will get a slant on the team's 1938 chances. Hale will follow the team on their way north stopping in Chicago for the baseball announcers conclave and returns to Milwaukee on April 16 to announce the opening game. Neil Searles, production manager, will pinch-hit for Hale, on the latter's daily Sports Parade and News Flashes.

Arden Byers is the latest addition to the continuity department of KALE, Portland, Ore.

BOSTON

Marjorie Spriggs, WORL press agent, made her radio debut Thursday morning on Elizabeth Hart's program "Women of Tomorrow." The debut was a pretty quiet affair as far as Marjorie was concerned as she was a model for a beautician who applied a beauty mask, the process of which Elizabeth Hart described over the air.

WCOP's Orchestra Hall will be resumed after a brief absence from the airlanes. First broadcast will be Monday at 2 o'clock. In the new series WCOP will conduct a contest. The station will offer a cash prize for the best letter commenting on the program, which is an hour's broadcast of concert and symphonic music. The judges will be Arthur Fiedler, conductor of the Boston Pops concerts; Dr. Wallace Goodrich, director of the New England Conservatory of Music, and Joseph Wagner, supervisor of Music for the Boston public schools.

The Alumni Dinner of the University of Maine during which Arthur A. Hauck, president of the University, will be the principal speaker, will be aired over Colonial network on Wednesday, Mar. 30, at 8:30 p.m. Broadcast will originate from the Boston City Club.

Bob Freeman, WEEI production man who has taken his orchestra on a West Indies cruise, will be the guest soloist on the Edison Tea Party broadcast on today, at 4:45 p.m. Bob returns to Boston this week-end.

AN OPEN LETTER

Film Recording • Commercial and Theatrical Pictures • Transcriptions

INTERNATIONAL PRODUCTION STUDIOS

33 W. 60th St., N. Y. C. — FOTOTONE SOUND SYSTEM — COlumbus 5-7366-7

Mr. Gregory Williamson
Pedlar & Ryan, Inc.
250 Park Ave., N. Y. C.

My dear Mr. Williamson:

According to NBC's figures, of the 19,400 programs broadcast during 1937, 11,476 were musical. The reason for bringing these figures to your attention is merely to impress upon you the importance of perfect recording of the musical portion of your programs.

International Production Studios, geared and equipped to turn out recordings to match those of any studio in the east, is anxious to prove to you the excellence of their work. The only way we can do it is to have you listen to a sample. May we send you one?

Very truly yours,

Kenneth W Howard
Sales Manager.

KWH/amh

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 62 NEW YORK, N. Y., WEDNESDAY, MARCH 30, 1938 FIVE CENTS

Indies Win AFM Respite

SOUTHERN GROUP MEETS TO DISCUSS PROGRAMS

Louisville — Many of the nation's leading educators, radio specialists, and sociologists will converge upon the little Kentucky mountain hamlet of Gander, the last week-end in April, to hear mountaineers discuss radio programs, and participate in forums relating to education by radio. The occasion will be the first annual conference of the 27 directors of the Radio Listening Centers that the University of Kentucky has established in the eastern Kentucky hills. The purpose of the conference is to

(Continued on Page 2)

Action Against Gibbons Is Settled Out of Court

Three suits filed by Charles O. Locke, script writer, against Benton & Bowles Inc., Colgate-Palmolive-Peet Co., and Flloyd Gibbons, asking $250,000 damages against each defendant, have been discontinued. Litigation was settled out of court and no money was paid.

Locke instituted the suits in Jan. 1937, charging Gibbons had damaged his reputation as a careful workman by over-dramatizing a script written by Locke describing the Ohio river

(Continued on Page 2)

KGGM Signed by CBS

KGGM, Albuquerque, owned by the New Mexico Broadcasting Co. has signed up with CBS. Rate will be $125 per hour and station will join the network before fall.

A. R. Hebenstreit, owner of the station, negotiated the deal. KGGM is a 1,000 watter operating on 1230 kcs. It is the 114th CBS outlet and is the only station web has in New Mexico.

Fem Operator

Chicago—Helen Pardini, deputy sheriff and secretary to Sheriff Lawrence Doolittle of Lake county (Waukegan) has been granted license as radio operator by FCC. Miss Pardini is first woman in country to be licensed as a police radio operator. She'll send messages to sheriff's squad cars.

AFRA DROPS CHARGES IN KSD LABOR DISPUTE

American Federation of Radio Artistes yesterday announced that charges filed with the NLRB against station KSD in behalf of Richard Pavey have been dropped due to the reinstatement of Pavey with all rights and privileges to take place as of May 4 with full back pay. The Pulitzer Publishing Co., owners of KSD, have been notified of AFRA's action by special communication from Henry Jaffe, general counsel.

Court's Decision Voids Songwriter's Contract

Exclusive-writer contracts between publishers and songwriters of the average type which virtually guarantees the writer nothing were declared inequitable by N. Y. Supreme Court Justice William Miller who dismissed the action brought by Joe Davis, Inc., publisher, against Brunswick Records, Inc., Master Records,

(Continued on Page 2)

Gene Furgason To Move Main Offices To New York

Gene Furgason will headquarter in New York in place of Chicago after May 1. The station rep. exec. is now contacting stations he represents on the west coast and Cliff Sleininger will leave the Chicago office to work with Jim Wade until Furgason returns.

Non-Network Outlets Get Until Apr. 20 To Gather Data For Negotiations; Committee Seeks NAB Aid

Committee representing the Independent Broadcasters of the NAB paid a visit to the AFM Executive Board yesterday and came away with a definite truce until April 20, after which negotiations will get under way for the purpose of establishing a yardstick upon which to gauge methods of putting back additional musicians to work in the non-network outlets. Headed by Lloyd C. Thomas of WROK, the committee put their cards on the table and explained the problems as they confronted the non-network stations and expressed a willingness to work together with the AFM and make a deal as soon as time

(Continued on Page 3)

LEVY REJOINING NAB PRAISES ASCAP PACT

Phila.—Return of station WCAU to membership in NAB signified last week by both Dr. Leon Levy, Pres. of WCAU and Isaac Levy. The former issued a statement yesterday in which he criticised the paragraph in the NAB circular asking stations "not to join if they are satisfied with the present Ascap contract". The statement read in part: "My brother and I believe that the author of that paragraph has not been fair with the broadcasters inasmuch as they fail to fully explain the meaning of 'satisfied with the present Ascap contract'. Perhaps its author is the one who urged the broadcasters to

(Continued on Page 2)

Paramount May Sponsor Air Show to Plug Flicker

West Coast Bureau, RADIO DAILY

Hollywood — Paramount studios is considering sponsoring a 13-week air production to tie in with its flicker, "Men With Wings". If plans go through Bob Redd will produce the show, which will bow out about the time the film is released nationally.

EDUCATIONAL PROGRAMS UNDER NEW WBBM DEP'T

Chicago — H. Leslie Atlass, vice-president of CBS, has announced creation of a local department of education for WBBM with Mrs. Lavinia S. Schwartz, prominent in Chicago civic, social and educational activities, as director. Mrs. Schwartz will supervise such programs as "Your Neighbor and Mine" sponsored by Chicago Council of Social

(Continued on Page 2)

Grobe With De Clerque

Chicago—Albert J. Grobe who recently resigned as space buyer for Reincke, Ellis Younggreen and Finn agency, has joined Henry De Clerque, Chicago rep firm.

NBC Supp. Groups Lose Identity In Network's Interchange Plan

In its most revolutionary move of recent years, NBC yesterday announced details of its revision of the entire supplementary groups set-up; to wit: on and after Apr. 15, all sups become available to both the Red and Blue networks. Even the Pacific Coast stations will lose their former identities, being known as groups 14 and 15 hereafter.

Network for the past few years has spent much money on impressing it upon the public that NBC owns two national networks, but new ruling, to all practical purposes, makes it one

(Continued on Page 3)

Ford Sun. Concert Hour Starts Final 13 Weeks

The Ford Sunday Evening Hour will enter its final 13-week session of the current season Sunday, and will feature Jose Iturbi as conductor in place of Sir Ernest MacMillan. Nelson Eddy will appear as soloist for the one broadcast only. Program, which fades from the air annually, is usually replaced by another Ford airing, but as yet no plans have been made to retain the Sunday night spot for the fall.

Fast Thinking

Resorting to originality when suddenly confronted with 15-minutes to fill and no program at the World's Fair grounds, Richard Brooks, WNEW commentator, filled the time with a complete description of the site from a miniature exposition model on the desk of Commissioner Grover Whelan.

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tuesday, Mar. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	116	112	112⅛	— 3⅞
CBS A	14½	13½	13½	— ½
CBS B	13	13	13	— 1½
Crosley Radio	6	6½	5½	— 1
Gen. Electric	31	29	29	— 2¼
RCA Common	5⅛	5	5	.....
RCA First Pfd.	44	40	40	— 4¼
Stewart Warner	7⅛	6¼	6¼	— ⅞
Westinghouse	69	65½	65¾	— 5¼
Zenith Radio	103⅜	93¾	97⅛	— 1½

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	13⅜	13½	— ½
Nat. Union Radio	⅜	⅜	⅜	— ½

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	3⅜	4⅝

Agency-Sponsor-Artist Suit By Locke Settled

(Continued from Page 1)

flood conditions. Broadcast was aired from WLW over NBC.

C-P-P was the sponsor of the show and Benton & Bowles was the agency, hence they were also named as defendants. Locke has executed general release which frees the defendants from any possible future claims. Gibbons and Benton & Bowles suits were pending in New York Supreme court; C-P-P case was in New Jersey Federal court.

Pedlar & Ryan Undecided

Successor to Sheldon Milliken, who resigned as Pedlar & Ryan's time buyer has not been selected as yet. Agency is still interviewing applicants, but a decision is expected this week. Milliken resigned because of ill health.

Spend yours Where the Money is!
COVERS THE CAPITAL DISTRICT
WABY
ALBANY, N.Y.

Levy Rejoining NAB Praises Ascap Pact

(Continued from Page 1)

pay both Ascap and the Warner Bros. for the same music. However, we have taken exception to that paragraph and feel the main reason for our joining the NAB is the desire for the renewal of that contract with Ascap."

Dr. Levy further said that most of those now directing the activities of the NAB were sincerely trying to do some house cleaning necessary before the NAB will be able to function efficiently. He paid a tribute to men of the Mark Ethridge type. In conclusion, Dr. Levy said, "If the NAB proves worthy, it will have no stronger or more loyal boosters than my brother and myself. In its application to the NAB, WCAU promised to remain a member with the understanding that the organization will prove itself of value to its members."

Southern Group Meets To Discuss Programs

(Continued from Page 1)

better acquaint the Listening Center directors with existing programs of value, so that they may operate their centers to the greatest possible benefit for the people of their communities. There will be discussions relative to the merits of programs now on the air, from the standpoint of a large group of Southern Appalachian listeners and radio executives. The University of Kentucky has maintained a regular broadcast schedule over WHAS, Louisville, since 1929, but the listening center system, by which radio receivers were placed with responsible persons in remote portions of the mountains, was not established until 1933. The 27 existing "Listening Posts", where mountain families can come and enjoy cultural, educational, and recreational programs, are located in community centers, general stores, post offices, schools, and private residences.

Special Sports Studio

NBC is building a special studio in the new department for use by Paul Douglas when he starts his Chesterfield sports series on Apr. 18. Studio is close to the news teletype machines, so that latest news reports may be handled quickly.

THE SONGBIRD OF THE SOUTH
★ ★ ★ ★
KATE SMITH
THE KATE SMITH HOUR
THURSDAYS
CBS NETWORK 8-9 P.M., E.S.T.
EXCL. MANAGEMENT TED COLLINS

New Educational Dep't Is Inaugurated by WBBM

(Continued from Page 1)

Agencies, "Let's Hear Your Side," "Northwestern University Bookshelf", "Modern Medicine", "Occupational Research" and all women's programs. Mrs. Schwartz is a graduate of Vassar and has been president of the Chicago Woman's Aid. Her activities will be co-ordinated with those of Hal Burnett, director of public affairs for WBBM.

Court's Decision Voids Songwriter's Contract

(Continued from Page 1)

Inc., and Bert Shefter, songwriter and radio pianist. Davis charged that Shefter et al broke the exclusive writer contract with him and sought to enjoin the composer from playing his own songs on the air, making records or otherwise disposing of such compositions whether records or transcription use. The record companies were automatically released from the suit when the court decided they had no knowledge of the contract in question, between Davis and Shefter.

Davis' contract with Shefter was also an exclusive management pact, but Justice Miller in his decision said there was no equity or mutuality because Davis did not guarantee Shefter enough to live on, excepting $300 annually provided he saw fit to accept a certain number of compositions, any of which submitted, he had the right to reject. Davis it is alleged placed restrictions on the Shefter numbers so that they could not be played on the air, although the composer himself, is not an Ascap member. With few exceptions, the Shefter type of contract is in effect, excepting with some of those dealing with large publishers with motion picture affiliations. Reuben Caidin, was attorney for Shefter.

"Lone Ranger" in Boston

Health Air Inc. has signed to sponsor the MBS "Lone Ranger" in Boston. WAAB is airing the show.

THE LEAN IS TO WBNX
1936 over 1935 44½%
1937 over 1936 31%
WBNX
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

COMING and GOING

HOWARD S. FRAZIER, president of WSNJ, CHARLES CALEY, WMBD sales manager; J. THOMAS LYONS, commercial manager of WCAO, and FATHER WAGNER, manager of WTAQ, Green Bay, are in town.

W. W. ZAHRNDT, vice-president of Kelly, Stuhlman & Zahrndt Inc., is visiting here.

VERNON H. PRIBBLE, WTAM's manager, MRS. PRIBBLE and BOB OATLEY, station librarian, are back from a Florida vacation.

LLOYD THOMAS, HENRY McNAUGHTON and C. ALDEN BAKER leave N. Y. for Washington this morning to confer with the NAB board.

GEORGE VAN EPPS, guitarist on the Gulf program, leaves Hollywood Monday for New York on an extended vacation.

JOHN G. GUDE, CBS manager of station relations, left yesterday for a visit to KFH, Wichita, Kan.

ART VAN HARVEY, "Vic" of Vic and Sade, has returned to Chicago.

MARY PICKFORD sails tomorrow on the Normandie for England.

Buys 18 Hours In Philly For Nevins Drug Account

A total of 18 hours weekly has been signed by the Nevins Drug Co. of Philadelphia on WPEN. J. M. Korn Company, agency, and Hyla Kiczales, WPEN's general manager, signed the contract this week. Campaign, one of the most extensive in Philadelphia, gets under way April 11. Will run from 9 p.m. to midnight, Monday through Saturday.

All 65 Nevins outlets will aid in merchandising the program, and newspaper ads, store and window displays, throw-outs and hand-bills will be used. Broadcasts will be from the WPEN auditorium which seats 750 persons. Admission will be by carton or wrapper of any products sold by the participating sponsors.

The RIGHT SPOT
..... for Sales is Oklahoma!
● Babson and other economic authorities point to Oklahoma where business men, in all lines, report good volume ... and WKY is the right spot for your advertising to cover the nation's brightest sales-spot.
WKY
OKLAHOMA CITY
Representative —The Katz Agency, Inc.

WEBER GIVES NON-WEB GROUP TIME TO APRIL 20

(Continued from Page 1)

would allow. The Executive Board of the AFM was in session and following the conference, Thomas stated that he found the board very amicable and that Pres. Joseph N. Weber proved to be a reasonable and sympathetic person.

Three members of the Independent Broadcaster Committee are leaving for Washington today to ask financial and legal assistance from the NAB. They are Lloyd C. Thomas, M. A. McNaughton of WTBO, and C. Alden Baker of WRNL. Thomas said yesterday afternoon that it was to be expected, there was considerable work to be done, as in the case with the IRNA. Stations will have to cooperate and fill out questionnaires so that the committee can inform the AFM of the Independent's ability to pay for musicians or inability to pay, as the case may be. Various other data will have to be supplied. Date of April 20, is believed to be tentative and that more time will be given if absolutely necessary for the negotiations to start. There are 384 non-network stations.

Transcription representatives also met with the AFM yesterday.

Pittsburgh Complications

Serious aspect to the Independent broadcasters' meeting at the New Yorker last Monday turned up when it was learned that certain local stations in Pittsburgh are now placed "in the middle" of a musical unionization war involving the two leading unions, AFL and CIO.

With the AFM all powerful in practically all parts of the country, and the one union in the entertainment field that to date has been able to maintain its power, the CIO is now starting its first organization drive in the field with a local composed of 80 men in the Pittsburgh area. Attempts have been made to put men to work in all of the five stations in Pittsburgh, but to date have been unsuccessful.

Just what other activities on the part of the CIO in the musical field are not as yet known. However, it is believed that the Pittsburgh unit is the largest local of the CIO. Methods to be used in weaning away musicians from the AFM are also not known. CIO will have very few topnotch musicians to pick from in the unorganized ranks, and must resort to recruiting from AFM if it is to exist.

First in local accounts
in Chicago
WGES
(In the heart of Chicago)

☆ PROMOTION ☆

KSTP's Educational Aid

The first collection of pioneer folk songs of Minnesota, which will be placed in the state historical society, has just been made as the outgrowth of KSTP's first northwest educational broadcasting conference, held here last fall.

Auditorium for Amateurs

The San Antonio municipal auditorium will be used to present KMAC's one-shot amateur show for children. Program, which will have sixty youngsters chosen from a regular Sunday broadcast titled Juvenile Stars, was publicized by placing 60 window cards of each contestant in prominent places about town with an 8 x 10 photo made by the sponsor-photographer on each placard.

RCA Boosts Records

RCA-Victor satisfied with the success of their 45-minute program over KYW, called "Music You Want" has taken additional time on the station with a new program called "Music As You Like It." Both programs will plug the recordings of companies' artists. The older program of "Music You Want" will continue to play the classics and semi-classics as formerly. These two programs will be the only disks programs on the stations, as the only other waxings used by the station are Et's. The new program will probably fall into the exemption allowed the old one by NAPA, which ruled these programs are primarily to promote the sale of recordings and therefore the station need not be licensed by them.

CKWX Folder

An appropriate tie-up with the name of a sponsor was used by CKWX, Vancouver, in a station promotion folder. Folder, printed on blue stock with dark blue ink, begins with a success story about ZIP, product of a confection manufacturer using the station and follows with the suggestion that the station can do a zip of a job for prospective advertisers, and closes with a dealer testimonial letter.

Another Kiddie Angle

A new angle to the variety program is to be found in the "Good Deed Club of the Air", heard over WOV, New York. Miss Ann Rohling, social worker, has designed an educational variety show for children. Presented at 9:45 Saturday mornings, the airing consists of both inspirational and educational talks as well as an exciting "Jungle Jim" serial and is emceed by a 14-year-old radio actress.

Canadian Stations May Use All News Services

Montreal — News broadcasting was discussed by the Parliamentary Committee on Broadcasting in Ottawa. L. W. Brockington said broadcasting stations were permitted to use Canadian Press news which was provided free of cost, news gathered by local newspapers, and news gathered by the stations themselves. Other services could be used by special permission.

"I would like to see news from Canadian sources monopolized but only because it is more attractive and put up in better shape," Brockington said. "We have not thought it desirable to prohibit use of news from any particular sources, but had thought it desirable to retain control over it."

Club Dines Barbirolli

Lotos Club will give a dinner tomorrow to John Barbirolli, conductor of the Philharmonic-Symphony Society of New York, on the occasion of the completion of his first year as permanent conductor of the orchestra. Among those who will gather to do him honor will be Mayor Fiorello H. La Guardia, Sir Gerald Campbell, British Consul General in New York, Mr. & Mrs. Arthur Judson, Mr. & Mrs. Theodore Steinway, Dr. Walter Damrosch & Mrs. Damrosch, Deems Taylor, Mme. Olga Samaroff Stokowski and others.

NBC GROUPS AVAILABLE TO EITHER RED OR BLUE

(Continued from Page 1)

network with flexible coverage to fit the advertisers appropriation and market requirements.

Entire set-up is explained in a letletr, signed by Roy Witmer, vice-president of sales, which was sent out last night to all agencies and sponsors along with the new rate card, No. 24. All rate data is printed on one card with the supplements being referred to by number.

On the new card WMBG, Richmond, has been increased from $120 to $140 per hour; KGU, Honolulu, has been cut to $160, and WMPS, Memphis, is quoted at $140. It formerly was rated at $160.

New set-up has been in-the-works for some time. The development of the General Mills and Chesterfield business is thought to have hurried the decision. Network made presentations to both sponsors showing that under the new plan they could deliver more wattage than CBS. It is also understood that where a supplementary station cannot clear time, sponsor has the option of taking the second NBC station in the city.

Trade is wondering how this new move will affect the NBC's contracts with the stations. Sups, it is pointed out, signed to represent either the Blue or Red network in the territory, but now find they are, in some instances, "second choice."

MICHIGAN
TEST ANY WORTH WHILE PRODUCT
on 8 Stations
in 8 Major Cities
on 1 Complete Network
at One Low Cost
MICHIGAN RADIO NETWORK
WXYZ KEY STATION
DETROIT MICHIGAN


The Paul H. Raymer Co., Representative



KFI initials a new remote from the Ambassador Mon. night at 9, with the advent of "Reminiscing at the Cocoanut Grove," an idea of Walter Johnson of MCA which employs Stanley Smith as emcee and a peripatetic mike through which diners may request old old favorites from Herbie Kay and the orchestra. Contest angle attached awards free meals at the Grove to letter-writers requesting oldies and giving most interesting sentimental reasons for the number lingering in their memory.

The Los Angeles Adult Evening College now has a Friday night program on KFAC at 9:30, with students offering tabloid radio dramatizations of old time stage successes. Current week's presentation was "Coquette."

Eddie Lyon returns to the announcing staff of KMPC after having been three months or so with KHJ-Don Lee.

Fruit Growers Campaign

California Fruit Grower's Exchange will sponsor a $2,000,000 advertising campaign during the coming season in behalf of Sunkist Oranges and Lemons it was learned yesterday with radio set for a major slice of the money. Although plans are still in the formative stage, it is believed that campaign will be run nationally via spot announcements. Continuity will give reasons why sponsor's products are best, and will receive major plugging throughout the season from all media.

Percy Winner on WQXR

Percy Winner, journalist and commentator, will go on the air for WQXR on Tue. and Fri. from 6:45 to 7 p.m. as a "news analyst" to answer the questions of listeners based upon events in the news.

Winner, a former foreign correspondent, was until recently director of the International Division of the National Broadcasting Company in charge of short wave services. He was also a national political commentator for CBS during the last presidential campaign.

Wax "Veteran Pilot"

Chicago — Blackett-Sample-Hummert agency has waxed a new dramatic serial, "Veteran Pilot," an aviation story. Show uses a cast of 18 persons. Production was handled by Fritz Blocki.

LISTEN TONITE TO
DORIS RHODES
6:05 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● PERSONAL Postcards To: Donald Flamm, prexy of WMCA: Understand that you are lining up the alumni to be guests on the initial show from your new studios. Hope you won't forget to invite A. L. Alexander, who was part and parcel of your outlet during the earlier days....Edgar Bergen: Mae West will receive $12,500 per week when she appears on the stage of the Loew's State....Toots (Tavern) Shorr: Lennie Kleckner, son of the proprietor of Dave's Blue Room, became a press agent yesterday....Abe Lyman: Your manager, Harry (Whipperwhill) Weinstein, must defend himself in Jersey for smacking a guy's car last summer....Harry Von Zell: "You'll return to the Gulf series with Baker who'll have Ed Smalle's Seven G's on the show also....Vincent Travers: Robert Golden, musical director for WCAU, Philly—the spot you had, will do six shots on the Penn State "On Parade" commercial....Phil Harris: Leah Ray, who vocalized with your band until the Big Chance—and the other day married Sonny Werblin of MCA—didn't have a honeymoon. Her husband was at the office yesterday....Walter Winchell: Gabriel Heatter's daughter Maida, joins our humble racket this week—doing a column about the fashions worn by celebrities in hot spots—with her own illustrations!

● ● ● *Stan Shaw: Recently in another part of this paper you were referred to as having the most entertaining show on the air today. Well, we just got word from KVOO, Tulsa, stating that their "The Oil Night Club" (which has Glenn Condon, who was founder and editor of the Vaudeville News, as conductor) was just as entertaining and received mail from all parts of the world. Glenn is assisted by Dr. Henri Clayton and the show's on weekly, using records the first half hour and bands the balance of the time. Seems they have loads of fun entertaining all night workers in those thar' parts....We just received a "fully paid up" life membership in the club and now awaiting "our change" for the "dues"!*

● ● ● Janet Gaynor: Charles Farrell, who appeared in "Seventh Heaven" and other flickers with you, has been offered the lead role in a dramatization of a series of romantic playlets under the sponsorship of a NY cosmetic concern....Harry Cohn: Without material the greatest comics can lay eggs—the same as the greatest writers must be comics. Best example is the combo of Benny and Fred Allen Sun.—sans material ....Fannie Brice: Writer Sam Moore and Announcer Ted Pearson have been renewed for the balance of the "Good News" series....Doris Rhodes: You should be dubbed "CBSiren"....Lawrence Lowman: Understand that your CBStaff is raving about a script musical show called "Manhattan Symphony" but budget matters may prevent it from going sustaining.... Gene Krupa: The other a.m. Jackie Cooper, the kid star, jammed with Louis Prima's band at the Famous Door and Ramona said he was sensational!....Goodman Ace: Understand that you've been taking elocution lessons—in the hope that you'll be called upon to make a speech for the newsreels—as a sweepstakes winner.

● ● ● *Ely Culbertson: Ellis Atterberry, general manager for KCKN, Kansas City, and his wife have introduced the new Royal bridge played with 65 cards out in their city....Guy Lombardo: Ralph Slade, genial maestro of "the sweetest band in Iowaland," took a trip to Chicago the other day and came back with a new Celeste tucked away in the back seat. Don Wilson, pianist with the band featured over WMT of the Iowa Network, was given the task of tinkling the bells....As a result Slade is flooded with requests from dancers to examine the instrument whenever and wherever he plays....Band found it necessary to move Celeste playing Wilson up to the front of the platform in order not to interrupt the band while rubber-necks gazed on the bell-ringer!*



FANS IN CHICAGO stadium attending Joe Louis-Harry Thomas fight Friday, April 1, will hear a broadcast over NBC of the Apostoli-Glenn Lee fight from New York from 9 to 10 before the Chicago affair starts. The Louis-Thomas fight then will be piped east for New York audience at Madison Square Garden fight.

"Empires of the Moon," new dramatic series, will be introduced on April 10. William Hodapp, former instructor in acting, drama writing, poetry and scenario writing, and now member of NBC continuity division, is the author.

Charlie Lyon, NBC announcer, and wife leave April 5 for ocean trip to Bahamas, Venezuela, Porto Rico and Panama. They will be gone three weeks.

A young lady purred up to Boris Karloff the other evening and inquired, "What is the theme song of "Lights Out"? "Gong With the Wind Machine," Karloff answered unsmilingly.

Martha Perry is gal singer with Lou Breese outfit which breezes into Chez Paree along with Harry Richman next Thursday evening. Spot has an NBC wire.

More than 2,000 "Breakfast Club" fans wrote in following Don McNeill's recent handling of show from his bed at home suggesting that he always do it that way. Don is for the idea but execs have vetoed suggesting since it involves wire charges from studios a considerable stretch to his home.

Evelyn Eby and Reginald Bedford, two-piano team of Saskatoon, Sask., making guest appearance on NBC Jamboree here. They made their American bow in concert hall here week ago to plaudits of local music critics.

Charles Hotchkiss of NBC local sales staff and Carol Jaquith of Los Angeles to be married Saturday, April 2.

"True or False" Adds CFCF

"True or False", Monday night Mutual show sponsored by J. B. Williams, has added CFCF, Montreal, to its list of stations. Makes the first Mutual commercial on the CBC.

AVAILABLE
13 Years Radio Experience!
•
ANYWHERE IN THE U. S.
•
LOCAL STATION—MAJOR NETWORK — MUSIC — PRODUCTION — PROGRAMMING — COPYRIGHT — SELLING — CONTINUITY — CONDUCTING—ANNOUNCING.
Write or Wire Box A-160, RADIO DAILY
1501 Broadway New York City

ORCHESTRAS MUSIC

By TED LLOYD

BECAUSE TWO PICTURE music firms decided to take it upon themselves to alter the system of tabulating song performances without consulting the smaller fellows in the industry, Lou Diamond, head of Paramount Pictures' music firms, Famous and Paramount, did an about-face on Jack Robbins and Buddy Morris, who heads the Warner music interests....Originally one of the instigators of the revampment reported here last week, Diamond learned that there was opposition to the proposed plan and wanted to give the squawkers a chance to voice their opinions before railroading a measure so important....After a series of off-again, on-again discussions, it was decided to wait a few days. However, Robbins and Morris, feeling that Diamond was with them, decided to go into the proposed change over the week-end....Reading here Monday morning that the plan went through, Diamond notified the two other publishers that he wouldn't enter into any such agreement now, because he wasn't consulted....As it stands now, music firms tied up with flicker companies (except Paramount) use one system for tabulation of performances, while others use the 5 p.m. till 1 a.m. on WABC, WEAF and WJZ count!

Eddie Holly, vocalist with Barney Rapp's band, has been signed for a year by Abe Lyman....With Jimmy Dorsey's crew at the New Yorker, old time movies will be shown at the supper shows on Sunday nites....Joe Rines will be the featured musical attraction at the St. Regis roof when it opens to the public May 5th and will be billed as "Mr. Joseph Rines" and his Music.

Frank Parrish is leaving Abe Lyman to go with Ramona's new band....Orrin Tucker is being screen-tested by Warner Brothers this week. ....Kay Kyser opens at the Pennsylvania Roof June 1st with a Mutual wire....Ozzie Nelson has been renewed for another 13 weeks on the Feg Murray show....Mark Warnow will revive his famous Blue Velvet orchestra this summer.

Smith on Atlantic Sports

Pittsburgh—Chet Smith, sports editor of the Pittsburgh Press has been signed by the Atlantic Refining Co. to handle the sportscasting over WJAS during the spring and summer. N. W. Ayer & Son has the account.



UNIVERSAL
RIBBON MICROPHONES
An all-purpose microphone. Plug in and use. Unconditionally guaranteed.
MICROPHONE DIVISION
UNIVERSAL MICROPHONE CO., LTD.
424 Warren Lane
Inglewood, Calif.

PROGRAMS—REVIEWS

"SPY AT LARGE"

Sustaining on
WJZ-NBC network, Sun. 8-8:30 p.m.

UNUSUALLY ENGROSSING DRAMATIC SERIAL MAKING THE LISTENER PLAN TO TUNE IN FOR MORE NEXT WEEK.

"Spy at Large" is one of those international yarns that have every stamp of authenticity and gives the listener the impression that it is true and everything is official. The very daring material is in itself surprising inasmuch as the delicate situation now existing between nations would seem to make it a touchy proposition. For this reason alone it appears to the average dial twister that Washington itself is backing the series. First program started the story of the stolen plans exchanged between Great Britain and the United States. The former turning over the Singapore harbor defense plan such as location of mines, while the latter handed over that of Pearl Harbor, to be used in case of emergency and in the event of a war with an Eastern power, Japan.

At any rate both the American and British safes holding the exchanged plans are rifled and a famed but erratic "scientist" is induced to pick up the chase. His specialty is counter-spying if anything. Opening of the program mentions the absolute and unexplained disappearance from the world of an ocean-going ship from the harbor of San Francisco and then seeks to work out the possible solution. Next installment, however will continue the intrigue of foreign powers, which it seems is like propaganda, but supposedly necessary. The production and continuity is second to none, on "Spy at Large."

Zenith Foundation

Farewell performance of the Zenith Foundation program on CBS Sun. 10-10:30 p.m., further revealed excellent showmanship in presenting items that are not at all new, but safe in that well-known authors and other authorities are used from the records. Six definite conclusions have been drawn, it was said and these were: People receive telepathic impulses in moments of danger; vary in individuals; distant or space no factor; occur frequently in matters concerning blood relations or loved ones; time is no factor, and age is no material factor. Listeners were asked to continue to write to the Zenith Foundation despite the program being off the air since it would return in the fall and the Foundation would continue its findings. Complete further research would be necessary before final reports could be made. Answers to the chime impulses were mostly correct notwithstanding the fact that the chances for the correct answers were "1 to 10 plus 18 ciphers". Commander Eugene MacDonald offered a few words himself as well as Dr. Harlan P. Stetson being switched in from New York.

"PHIL COOK'S ALMANAC"

Sustaining on
WABC-CBS network, Sun. 6:30-7 p.m.

SOMEWHAT HOKEY BUT CHEERFUL, NONSENSICAL ENTERTAINMENT WELL SPOTTED.

Adding a Sunday night spot, but with a production suitable for the occasion, Phil Cook's Almanac busted out in all its glory and revealed itself a contender for the evening's comedy inclined audience. Little of everything Cook has done in the past is included as well as some newer ideas, with all of the ingredients well balanced and mixed to make a half-hour pass very quickly. The main theme seems to be the selection of an item as might appear in an almanac and give a modern version or present day translation in dramatized form. The cast is fully adequate and nothing is handled too seriously nor too long. Ray Block's orchestra is a valuable addition to the show, also John Reed King on the announcing or straight man end. Excellent voices are also used to advantage. In fact it looks like a cinch for a sponsor who wants Sunday night fare.

Goodman's Swing School

Benny Goodman and his orchestra moved down a half-hour last night, Tues., into the spot formerly occupied by Jack Oakie for the same sponsor. The absence of the Hollywood portion of the show was welcome after having presented a series of second-rate performances in the past, and the fast moving Goodman more than filled the bill in taking over the Tues. night portion. Orchestra, aided by the Goodman trio and quartet, presented its usual quota of swing tunes, and was unhampered by any interferences other than an occasional commercial. Eddie Cantor, who holds down the Camel fort on Mondays, was not present as advertised, but will appear at a future date. Goodman is tops in his particular form of renditions, and the show should accomplish its purpose of reaching the college students and younger element. Entire program, while it may prove boresome to older folks, is one of the best for the listeners it is aimed at, and lack of lengthy commercials does much to speed along the performance.

Program is heard Tuesdays, 9:30-10 p.m. over the CBS network.

JOSEF CHERNIAVSKY



WLW
THE NATION'S STATION
CINCINNATI
"The Musical Cameraman"
Every Sunday 6 P.M. EST.
NBC Blue Network

GUEST-ING

FELIX KNIGHT, tenor, on Schaefer Beer program, tomorrow (WEAF, only 7:30 p.m.).

JOAN BLONDELL will appear opposite Tyrone Power in "Calling Dr. Kildare" on Hollywood Playhouse April 3 (NBC, Blue, 9 p.m.)

CHARLES YALE HARRISON, author, interviewed by Johannes Steel, April 1 (WMCA, 8:45 p.m.)

GEORGES ENESCO, violinist-conductor, on Ford Sunday Evening Hour, April 10 (CBS, 9:00 p.m.)

DOROTHY HOLDEN, interviewed by Doris Smith on "Encores and Epitaphs," April 1 (WNEW, 4:30 p.m.)

J. BERNARD WELLS, attorney, interviewed by Samuel G. Kling on the "Crime Clinic" program, today (WBAL, 7:45 p.m.)

JOSEPH B. BOYLE, general manager of the Southern Maryland Agricultural Association (Bowie Race Track), on Baltimore Radio Forum program, April 1 (WBAL, 4:45 p.m.)

LOUIS B. MAYER, movie exec, JACK CONWAY, film director, and GILBERT RUSSELL, vocalist, on "Good News of 1938" program, tomorrow (NBC-Red, 9:00 p.m.)

BOB HOPE, comedian, on Elza Sshallert's program, March 31 (NBC-Blue, 8:15 p.m. PST)

OLGA IRWIN, soprano, on Studio Strings program, today and April 1, (CKY, 11:30 a.m.)

ANDRIAN ROLLINI, vibraphonist, on Kate Smith program, March 31 (CBS, 8:00 p.m.)



"Here Y'Are, Tony! — The Mail Orders from Your WHB Program"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

AGENCIES

H. B. LeQUATTE INC. has been appointed to the entire food line of Medomak Canning Co., Rockland, Me. Tests are now being run in radio, newspapers and magazines.

NORMAN MARKWELL, formerly with Kirkland & Grisman, has joined L. H. Hartman Inc., as an account executive. He will handle radio and publicity work.

JACK LOUIS, vice-president of Needham, Louis & Brorby agency, Chicago, has returned from Phoenix, Ariz., where he visited wife and family, who have been wintering there.

RADIO FEATURE Service's Chicago branch, recently organized, has been incorporated as Ferris & Livingstone, Inc. George Livingstone heads the local end.

SEARS-ROEBUCK & CO., California division, has named Mayers Co., Inc. of Los Angeles advertising counsel. Radio to be used. Henry Mayers is account executive.

ROSS GAMBLE of Leo Burnett agency, Chicago, and John Platt, advertising manager of the Kraft-Phoenix Corp., back from sojourn in Florida.

DAN RYAN, radio director of the W. E. Long agency, Chicago, flew to Salt Lake City, to set up man in street broadcast, built around interviews with United Air Lines arrivals, sponsored by Holsum Bakeries over KSL.

SHEPARD ADVERTISING agency, now at 360 North Michigan Avenue, Chicago, has leased entire 28th floor of Tribune Tower, 435 North Michigan Avenue and moves in today.

ARTHUR C. PERRY & Associates, advertising agency, has taken 7th floor of Pelouze building, 230 East Ohio Street, Chicago.

EDWARD GLEAVES, former merchandising manager of WLAC, Nashville, Tenn., has joined Bert S. Gittins Advertising agency, Milwaukee, to handle radio activities. Gittins agency has Allis-Chalmers (farm implement) account which lately launched Saturday night "Family Party" series over NBC-Blue net.

ALBERT KIRCHER agency, Chicago, has been named agency for Good & Reese, nursery outfit, Springfield, Ohio. A radio campaign is in prospect.

SALESVERTISING Associates, Inc., Chicago, has expanded to larger quarters in the Board of Trade building on La Salle Street.

"Cheer Up America" Pulls

The Wednesday night show "Cheer Up America" on the NBC-Red network has a rating of 6.6, according to an independent study made by Crosley, Inc. This is the highest rating any weekday show heard once-a-week. Program has been on the air nine weeks.

A special offer of a Mennen skin tester kit for a dime brought in 57 per cent more requests than the optimistic figure set by the agency, H. M. Kiesewetter.

NEW PROGRAMS—IDEAS

Listener Nominations

"Footlight Echoes," a new program of melody from musical comedies, light operas and operettas of the past few decades, will make its debut on WQXR Sat. April 2 from 10 to 11 p.m.

Music of the masters and light opera composers will be featured on "Footlight Echoes," which is arranged and produced by William Strauss and presented through recordings and transcriptions. Each week, one musical production of the past will be nominated by listeners for revival on the program, and the music for the hour will be woven around the melodies of that revival.

Station Lowdown

WICC "Views and Reviews," title of a new series, will feature station history, descriptions of the studios and engineering facilities, interviews with station personnel, personality broadcasters, and brief program resumes. Produced in either the Bridgeport or New Haven studios of the station, the initial program will retell the history of the station in general and interview WICC's supervisor, Joseph Lopez.

School Round Table

Closely patterned after the University of Chicago Round Table on NBC the Chicago Public Schools Radio council is introducing new forum program titled "Student Opinion" on WGN Saturday afternoon. Three students to be the regular nucleus of the discussion group are Rubi Marovich of Bowen High; Lawrence Bogorad of Tuley and Harry Kamesar of Farragut. Each week there will be a guest also, first one being Virginia Gough of Hyde Park. Program was arranged by Harold Kent, director of the council and Myrtle Stahl, educational director of WGN.

Other productions of the Radio Council are the "Hour of Magic Boots" on WAAF; "Occupational Research" program on WBBM; High School Hour on WAAF, and "Yesterday and Today" in the Chicago Public Schools on WBBM.

KYW Buys Space In Trains For Car Card Campaign

Philadelphia—An advertising campaign gets under way shortly by KYW, using street cars, and car card advertising in the suburban trains of the Penn-Reading Railroads. A more detailed campaign has also been plotted calling for the use of direct mail to advertising agencies. The car card campaign will run for a two-week period, with a follow-up later on. From 350 to 400 cards will be used on the dash board of the trolleys, and 235 in the cars of the Penn. R. R. with 60 in the Reading.

All advertising used in outside media's will be paid for by the station, as the management objects to the exchange of time for space.

Lace Paper On 12 Outlets

Royal Lace Paper Works, through Lawrence Gumbinner Advertising Agency, is placing participations on 12 stations for a test series plugging shelf paper. Five-minute disk, plugging doilies, are being continued on 18 stations, but list has been changed.

Hookup for American Airlines

Chicago—C. R. Smith, president of American Airlines, has announced that the latest developments in radio ground equipment, permitting transcontinental communication on either radiotelegraph, will soon be installed by his system. The new transmitters will enable flight superintendents in Newark, Chicago, Nashville, Fort Worth and Los Angeles to talk directly with any airplane pilot at the most distant point in the five divisions. Mr. Smith appeared on the Edgar Guest program, "It Can Be Done", here.

Educator Says Large Groups Not Efficient

Chicago—Big gatherings of youngsters do not make a good radio audience for educational purposes, David Heffernan, assistant county supt. of schools, told a teachers gathering here. Heffernan made his report to the audience of 1,100 children after reception of two broadcasts. He said that in an audience of this size the children were too much interested in the gathering and in each other to pay much attention to radio.

"From 30 to 40 children seems to be about the right sized audience," he said. He found that 40,000 of the 103,000 children in Cook county outside Chicago listen regularly to broadcasts in schools.

WTAM Sustaining on NBC

Cleveland — Beginning Sun. April 17, Walter Logan's "Symphonic Variations" program over WTAM switches to the NBC-Red network in the 10 to 10:30 p.m. spot. Regarded as one of the best sustaining time periods on the network, the 10 p.m. broadcast will feature Logan's symphony orchestra and the leading instrumental and vocal soloists of the Ohio area.

Frigidaire Dodging Radio

Chicago — Delco-Frigidaire, which this week is introducing new type air conditioning unit embodying the meter-miser principle of refrigerators has no plans for radio in its present campaign, although magazines are being used. Earlier plans for radio for the refrigerator division apparently have been held in abeyance. Lord & Thomas is agency.

Coming Events

April 20-23: American Association of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

June 8-11: National Radio Parts Trade Show, Stevens Hotel, Chicago.

June 10-15: Seventh International Congress of Radio Inventors, the Sorbonne, Paris.

June 12-15: Advertising Federation of America's annual convention, Detroit.

June 13-19: AFM annual convention at Tampa Municipal Auditorium. Headquarters at Floridan Hotel, Tampa, Fla.

Sept. 28-Oct. 1: Association of National Advertisers Inc. annual meeting, The Homestead, Hot Springs, Va.

Weed Advises on Disks Made for Canada Market

Need for knowledge of Canadian's preferences as well as their national consciousness were stressed by Joseph J. Weed, Canadian rep who has made a study of Canadian programs. Canadians enjoy many American shows, but resent over-emphasis of "Americanisms," particularly on transcriptions, according to Weed. Because many wax jobs are so Americanized, Weed reports that Canadian stations have much difficulty in peddling them to Canadian sponsors.

Giving Lambs a Lift

A mike will be set up in the Lambs Club March 31 for the Voice of Experience's sustaining stint at 1:45-2 p.m. Program will ballyhoo the forthcoming Gambols and a string of Lambs will be aired. George M. Cohan, James Montgomery, Flagg, John Golden, James J. Walker, Gene Buck, Ex-Gov. Harold G. Hoffman and Robert Hague, president of New Jersey Standard Oil are listed as guests and there is a possibility that David Warfield will also broadcast.

Pickens Extends Tour

Jane Pickens will go on an extended theater tour beginning April 7 when she opens at the RKO theater, Boston. Following week will appear at the Palace theater, Chicago. Singer has been appearing on the Ben Bernie series and will probably drop from the show from time to time when it is impossible to get to New York in time for the broadcasts.

NBC Sales Counsel Returns

Victor vander Linde, general sales counsel of NBC, yesterday returned to his desk after a one-month absence recuperating from a broken leg.

More "Lamplighter" Spots

Jacob Tarshish, the "Lamplighter," has been signed for local sponsorship on WHKC, Columbus, and WSAI, Cincinnati, by the Sterling Agency which also handles the WOR-Tarshish spto for Grossman shoes, program is heard on Mutual, Sundays, 2-2:15 p.m.

SEATTLE

KOL has put on a new serial entitled "Of Human Lives," which is scheduled for indefinite run. Written by Janes Estes, staged by the Campus Radio Players, and directed by Ted Bell. Dramatizations are of actual cases on file, the first "Of Human Lives" being from records of the Travelers Aid Society.

KIRO has launched "Feminine Forum" with Helen Malloy, as a daily 2 p.m. feature,—the comprehensive forum program bringing to "Every Woman" food fashions, home planning and a mass of interesting personalities.

KAST of Astoria, Ore. sponsored the recent Spring Show and Merchandise Prevue for the merchants of Astoria, presenting "Kast Stars of Rime and Rhythm" in a program of unusual entertainment. All leading merchants of the Oregon seaside city cooperated with the KAST event which was under direction of Miss Violet Bakkensen.

With the Spring gardening season in the air, the Fisher Flouring Mills, a leading flour mill of Seattle, has launched a new advertising campaign by means of which garden seeds are furnished those sending tops of packages of products with nominal fee.

New Carlin Aide

Austen Croom-Johnson of the NBC production department has been promoted to assistant to Phil Carlin.

F. C. C. ACTIVITIES

EXAMINERS' RECOMMENDATIONS

KTSM, El Paso, Tex. CP to change frequency and hours of operation and increase power to 1350 kc., 500 watts, unlimited, be denied.

KSRO, Santa Rosa, Calif. CP to change power and hours of operation to 100 watts, 250 watts LS., unlimited, be granted. 1310 kc.

Piedmont Broadcasting Corp., Salisbury, N. C. CP for new station. 1500 kc., 100 watts, 250 watts LS., unlimited, be granted.

WDNC, Durham, N. C. CP to change frequency and increase power to 600 kc., 1 KW., be denied, unlimited.

W. H. Kindig, Hollywood, Cal. CP for new station. 710 kc., 500 watts, limited, be denied.

Warren B. Worchester, San Diego, Cal. CP for new station to be operated on a regional assignment be denied.

J. T. Griffen, Fort Smith, Ark. CP for new station. 880 kc., 1 KW., daytime, be dismissed.

APPLICATIONS RECEIVED

WAYX, Waycross, Ga. Vol. assignment of license and CP to Jack Williams. 1200 kc., 100 watts, CP for 250 watts LS., unlimited.

James F. Hopkins, Inc., Ann Arbor, Mich. CP for new station. 1400 kc., 250 watts, unlimited.

WDAS, Philadelphia, Pa. Mod. of license to change power to 250 watts, unlimited.

Orville W. Lyerla, Herrin, Ill. CP for new station. 1310 kc., 100 watts, 250 watts LS., unlimited.

United Theaters, Inc., San Juan, P. R. CP for new station. 580 kc., 1 KW., unlimited.

Sumter Radio Broadcasting Co., Sumter, S. C. CP for new station. 1420 kc., 250 watts, daytime.

KPAC, Port Arthur, Tex. CP to change frequency and hours of operation to 1220 kc., unlimited, 500 watts.

WLAK, Lakeland, Fla. Authority to transfer control of corp. from J. P. Marchant, D. J. Carey, D. B. Ralls to David E. Smiley, 35 shares common stock, and L. S. Mitchell, 5 shares.

CALL LETTERS ASSIGNED

Port Huron Broadcasting Co., Port Huron, Mich. New broadcast station. WHLS.

HEARINGS SCHEDULED

March 31: Curtis Radiocasting Corp., Richmond, Ind. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

APPLICATIONS RETURNED

Navajo-Apache Broadcasting Co., Holbrook, Ariz. CP for new station. 200 watts, daytime.

Wilson Leaves Hearst

Chicago—Kurt Wilson, formerly of Hearst Radio, New York City, has resigned from International Radio Sales staff here, Naylor Rogers, manager, announced. Wilson, who returned to New York is replaced by R. F. Kopf, associated with Barron Collier office here. Kopf is a brother of Harry Kopf, NBC salesman.

Okla. Election Cash

Oklahoma City—Advance time purchases by politicians indicate radio stations will reap considerable sales. Local stations and those in Tulsa are particularly heavily booked, though the campaign has not as yet really started. A particularly hot Governor's race will call for large time purchases by all candidates.

OKLAHOMA

First broadcasts over KTOK's of NBC-Blue has been set definitely for May 1st, according to Joseph W. Lee, general manager. NBC network splits on that date with WKY retaining the Red only.

Mickey Reynolds new organist on KOMA's new Hammond Electric Organ.

B. M. Grotkop, KOMA salesman, doubling as Ben Rich on "Two Minutes Is Yours" program.

John Schaffer from Lincoln due in at WKY to take over special events work.

Willis Sisters being sponsored on fifteen minute spot weekly over KFXR (Oklahoma City).

Charley Maloney in new fifteen minute spot on KFXR.

Streamlining "Martha"

Chicago—WGN singing chorus and concert orchestra under Henry Weber to present streamlined radio version of Von Flotow's opera "Martha" on Mutual on May 2. Special dialog being written under direction of Lou Jackobson which will be presented by dramatic cast. Attilio Baggiore, Kathryn Witwer and Mark Love to be soloists.

Theresa Wilson Back

Theresa Wilson of the CBS publicity department returned to her desk yesterday after a two-week illness.

CLOTH BOUND

•

960 Pages

•

Weight 4 Lbs.

•

COVERS RADIO FROM EVERY ANGLE



RADIO ANNUAL

JUST OFF THE PRESSES

Is Now Being Delivered Complimentary to

Radio Daily Subscribers

•

Your Check for $5.00 Covering a Year's Subscription to Radio Daily Will Bring You a Copy of Radio Annual By Return Mail

PHILADELPHIA

Busy man Don Withycomb, WFIL's g.m. is a member of the United Campaign Committee, and member of the Penna. Committee for the Celebration of the Ratification of the Constitution and also on the committee for the observance of the 300th anniversary of the birth of the commonwealth.

C. Warwick Ogelsby, is now airing a new program over WHAT, called "Sports Parade."

The Three Marshalls, a new vocal trio, are now being featured weekly over WCAU with Bob Golden's band.

"In the Music Room" featuring the tenor solos of Rodger Williams and a string and piano ensemble goes over the NBC network via KYW.

Edward Wallis has now taken on the job of dramatic supervisor at WIP, in conjunction with his other jobs.

Frank Unterberger, WDAS chief engineer is now readying the station's new gain control for the master control room.

Gladys Norman will now be heard on WFIL's dramatization "Hall of Fame" program.

Milton Laughlin, program director of WHAT, brings a new band to the airlanes in presenting Donn Darpino and his orchestra.

Charles P. Shoffner, who broadcasts "Topics in Season" over WCAU, will celebrate his 15th anniversary on the air.

Dan Munster, the newest addition to KYW announcing staff, rose from the ranks of page boy within three months.

Marx Loeb, WIP assistant program director, has just started a new series of programs called "Swing It".

Buddy DeFranko, winner of the Tommy Dorsey amateur contest, is a member of WCAU's Bandbusters.

"The Happy Clarks" are heard again in the early morning hours over KYW.

Mutual's Transatlantic

Mutual will air a transatlantic broadcast from Rome today at 1:30-1:45 p.m. Program will consist of an English summary of Mussolini's address.

ONE MINUTE INTERVIEW

FR. PAUL SCHULTE, O.M.I.

"If used for humanity, the two greatest forces for good in our world of today are the radio and the airplane. This I know well because the radio itself and its listening audiences have helped me and the 'Squadron of the Flying Priest' to carry on our work by airplane, enabling us to reach in a few hours, those corners of the earth formerly almost unreachable...separated from us by weeks of hard journeying. And I know, too, that we have only begun to dream of the real future of air communication and air travel."

☆ Coast-to-Coast ☆

RICHARD BROOKS, WNEW commentator, will make a tour of 1939 New York's World Fair grounds tomorrow, in one of the airings from the site of the Fair. Brooks, who will interview executives and visiting celebrities during the progress of the fair for WNEW, will be conducted on the tour by W. Earle Andrews, general manager.

"Your Answer Please" a new program of the quiz type is now heard on WSAL, Salisbury, Maryland. Freshmen compete with seniors from the local State Teachers College.

Charlotte Lansing, lyric soprano, and Glenn Darwin, Metropolitan baritone, will be presented in a new series of half-hour programs with Josef Honti and the NBC Concert Orchestra beginning Sun. April 3, from 3:00 to 3:30 p.m., EST, over the NBC-Blue Network.

KSFO, CBS outlet in San Francisco, will originate a coast-to-coast Church of the Air which will present Reverend Clarence Reed, pastor of the First Unitarian Church of Oakland.

Kay and Buddy Arnold, WMCA duo, will substitute for the Novelaires Trio on the Wheaties "Grandstand and Bandstand" program for one week. Program is heard daily from 2:30-5:30 p.m. on WMCA.

American Tobacco Co. (Roi-Tan cigars) on Apr. 7, 10-10:15 p.m., will start "Man to Man Sports" on five CBS Pacific coast stations. Program is signed for 13 weeks and will originate from KNX. Lawrence Gumbinner Adv. Agency has the account, which is resuming the campaign left off early last winter.

Consolidated Cigar Co. (44 Cigar), through Erwin, Wasey & Co., has started 35-word chain break announcements on four New York state stations (WIBX, WBEN, WSYR, WHEC). Campaign will run for 10 weeks with 10 plugs being aired weekly.

NEW BUSINESS

KSFO, San Francisco: United States Products Corp. (fruit juice), Friendly Homemaker participating program, through Long Advertising Service; Golden State Co., Friendly Homemaker participating program, through N. W. Ayer & Son; Goodrich Tire & Rubber Co., announcements, through Ruthrauff & Ryan; Lever Bros. (Spry), announcements, through Ruthrauff & Ryan; Elmer Bros. Nursery (flowers), 5-minute program, through Allied Advertising Agencies.

WGY, Schenectady: Canada Dry Ginger Ale, announcements, through J. M. Mathes, Inc.; Fred A. Danker (florist), garden talk program, through DeRouville Agency; Fowler's Department Store, Market Basket participating programs, through DeRouville Agency; Industrial Engineering Corp. (correspondence school), announcements; McManus & Riley, Style Reporter program, through Leighton & Nelson; Myers Children Shop, announcements, through Leighton & Nelson; Ballston Spa, announcements; West Disinfectant, household chat program, through Moser & Cottins; Socony-Vacuum Oil Co., musical program.

WEW, St. Louis: Old Vienna Products, Clarke Harris, commentator, renewal.

WFIL, Phladelphia: Richmond Bros. Co., announcements, through McCann-Erickson; Gardner Nursery Co. (seeds), announcements, through Northwest Advertising Co.; Gulf Oil Co., announcements, through Young & Rubicam; Alexander Co., announcements, through John Faulkner Co.

WSPR, Springfield, Mass.; Hampden Savings Bank, announcements; Goodrest Trading Co. (mattresses), announcements; Bond Bakers (bread), announcements; A. V. Rivest Oil Co., announcements; Foot Health Headquarters (Health Spot shoes), announcements; Hampden Lumber Co., ETs; Hotel Stonehaven, announcements; Old Gold Shop (jewelry), announcements.

WMAQ, Chicago: Williamson Candy Co. (O'Henry), announcements, through John H. Dunham Co.; Chicago & Northwestern Railroad, "Suburban Hour" renewal, through Caples Co.

WGN, Chicago: General Mills Inc., "Get Thin to Music" program, through Blackett-Sample-Hummert; Mangel's of the East, Inc., time signals, through MacDonald Potter agency.

CKWX, Vancouver, National Biscuit & Confection Co. (Zip), announcements.

WAAB, Boston: RKO Theaters, announcements, through David Malkiel; Portable Typewriter Co., announcements.

WFAA, Dallas and WBAP, Fort Worth: General Cigar Co., announcements.

SAN ANTONIO

Sid and Jim, comics, are doing a turn on KABC's "Swing-Co-Pation" program sponsored by Todds Toggery.

Patrick Baxter is now in the commercial department at Alamo Broadcasting Co. Secretary Louise Shankling is the only fem red-head here, the other gent is station manager Howard Davis of KMAC.

KTSA Program Director Paul Girard has returned from a trade trip tour of the Rio Grande Valley. Miss Mary Schmick, secretary, and Billy Bartz, office boy, back after winning a battle with old man flu.

Vernon Geyer, KMAC staff organist and recording artist, will make a new group of records for Victor here April 4-5.

Herman Waldman's combo follows Johnnie Fielder's ork into the Olmos Night Club this month. They will get a wire.

Johnny Alderman of KABC is doing the color between the wrestling matches at the Walkathon arena, Wednesday evenings, while Charley Belfi is handling the hold-by-hold account.

Orson Welles Auditions Mercury Theater Troupe

Orson Welles, young radio actor, has organized the first Radio Group theater in the industry, and has built a program around the group which is to be known as the Mercury Players of the Air. Original stories and adaptations are to be used in the series. Cast, headed by Welles, will include Arline Francis and Paul Stewart, Will Orborne's orchestra, Joan Edwards, soloist, and others. Program was auditioned by NBC yesterday for possible sponsors.

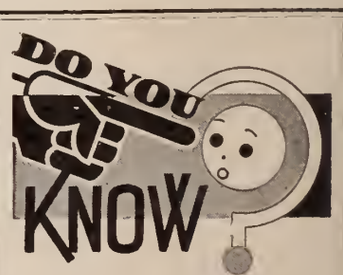
Scripps-Howard Appeal

Hearing for Scripps-Howard application for a Washington outlet is set for May 4. The Toledo request which was turned down is to be appealed. No date has been set as yet, but it is not believed that the case will be heard before fall.

RCA Stock Changes

Washington Bureau, RADIO DAILY

Washington — RCA's $5 cumulative preferred no par value stock has been changed to $5 cumulative B preferred no par value, the SEC reported Tuesday in its monthly supplement.



The value of United States radio apparatus exports for 1937 showed an increase of 24 per cent over 1936.

STUDIOS PRODUCTION

RADIO DAILY

TELEVISION SPONSORS

The National Daily Newspaper of Commercial Radio and Television

VOL. 3, NO. 63 NEW YORK, N. Y., THURSDAY, MARCH 31, 1938 FIVE CENTS

Ethridge Drafted By NAB

Will Serve Sans Salary Pending Search For Permanent Paid Head; Board Okays Important Reorganization Biz

By GEORGE W. MEHRTENS
RADIO DAILY Staff Correspondent

Washington—Board of Directors of the National Association of Broadcasters last night announced the election of Mark Ethridge as President until such time as his successor is chosen.

In accepting the post, Ethridge issued a statement in which he said: "I will serve with the understanding that the position will be non-salaried and that the board will continue its active search for a prominent head of the industry". Ethridge further

(*Continued on Page 5*)

PLANNING U. S. PROGRAM TO COMBAT PROPAGANDA

A Pro-American campaign, designed to combat all the foreign publicity that is being distributed in this country through short-wave International stations and printed matter, will shortly begin on practically every station in the U. S. Backed by U. S. leaders in political, educational, news and cultural circles, program data extolling the merits of Democracy will be prepared and distributed free to stations.

Although plans for the gigantic

(*Continued on Page 6*)

Levys Lighten Holdings Of CBS Says SEC Report

Washington Bureau, RADIO DAILY

Washington—Isaac D. Levy, Director of Columbia Broadcasting System, Inc., gave away 767 shares of his holdings it was learned yesterday when the SEC released its official summary of security transactions and holdings. Seven hundred and two of the shares

(*Continued on Page 5*)

"Half and Half" Account To Young & Rubicam

American Tobacco Co. has appointed Young & Rubicam Inc., to handle its "Half and Half" smoking tobacco account. This is the first piece of business agency has handled for the manufacturer. No radio is involved.

WABC Mystery Message Sounds Like G-Man Stuff

Immediately following the CBS-Grace Moore program last night, at 9:30 p.m. WABC broadcast the fol-

(*Continued on Page 2*)

To The Rescue

Detroit — WMBC tied in with local police Tuesday in a desperate attempt to locate a resident whose mother was dying in Chicago. Station aired an appeal at request of the police, and within a half-hour resident was located and in touch with his mother by phone.

Relaxation

Washington—Entire membership of the NAB board, after a strenuous session at the Willard Hotel, adjourned in a body last night to the National Press Club. Purpose —was to attend a local preview of the film "Chicago".

WTMJ CHANGES PLANS ON FACSIMILE TESTS

Washington Bureau, RADIO DAILY

Washington—"Milwaukee Journal" has withdrawn its pending application for television and facsimile licenses after a study which caused the daily which owns WTMJ to re-examine its entire experimental program. "Journal", however, declared that the withdrawal indicates in no way "that we are abandoning our

(*Continued on Page 6*)

Socony Baseball Plans Set By Getchell Agency

Socony-Vacuum Oil Co., through J. Stirling Getchell, Inc., has set its 1938 baseball schedule for radio. Games will be aired play-by-play on a co-sponsorship basis with General Mills and the Kellogg Co.

Oil company is sharing the Detroit Tigers and the Boston Bees and Red Sox games with Kellogg. Three American League teams, Chicago, St.

(*Continued on Page 2*)

NBC SETS BIG SPORTS SCHEDULE FOR SEASON

NBC's sport schedule for the next year will include 20 boxing bouts, 24 horse races, nine track meets, seven tennis matches, five golf matches, five crew and boat races. Highlights of the year, both here and in Europe, will include the Joe Louis-Schmeling fight on June 22, the running of the Preakness; Wimbledon, Eng., tennis matches.

Also the Indianapolis Auto Races

(*Continued on Page 5*)

Election Jacks Up Biz For Kansas City Outlets

Kansas City, Mo.—A bitter election fight here enriched local radio to the extent of a little better than 30 hours of time bought by the Democratic

(*Continued on Page 2*)

H. K. Stroud, Agency Prez

Herbert K. Stroud succeeds Howard E. Spaulding as president of Mackay-Spaulding Co., ad agency. James Mackay is vice-president, Eugene Spaulding, secretary, and C. H. Fallas is treasurer.

FARNSWORTH REVEALS NEW TELE PROJECTOR

Phila.—A new type of television film projector, the Farnsworth company's newest development, was demonstrated here before a group which found pictures possessing contrast and definition. The Farnsworth innovation is a film projector of the continuous type rather than intermittent, which is in general use.

(*Continued on Page 3*)

N. Y. Milk Bill Signed; $310,000 Ad Campaign

Gov. Lehman has signed the New York State Milk Advertising bill which appropriates $310,000 for use up until Apr. 1, 1939.

H. V. Noyes, commissioner of agriculture, will have the final say

(*Continued on Page 2*)

No Call Letters?

Indianapolis — Ben Wilbur, WFBM spieler, finds his face before him everytime he picks up a magazine. Wilbur was selected by Wm. Esty agency (Camels) to pose with mike for an interview with Wilbur Shaw, winner of 1937 500 mile race at Speedway. Shot now being used in national art spreads.

Major Leagues In Bitter Row Over N. Y. Play-By-Play Pacts

Ethridge Appointment Has Industry Approval

Selection of Mark Ethridge of WHAS, as president pro-tem of the NAB has the whole-hearted support of network officials who, while they did not wish to be quoted, gave evidence that they regarded him and his background with the utmost respect. The non-network broadcasters and others in the industry have already acknowledged their faith in his ability and integrity.

The three major league baseball teams in New York City are at present engaged in a battle regarding commercial play-by-play descriptions for the coming season which threatens to stop all baseball broadcasting, either commercial or sustaining, for the next two years from any of the three parks.

With twenty days left before the season is officially opened, the Yankees, Giants and Brooklyn Dodgers are wrangling over the terms of a five-year agreement signed in 1934 which states that there will be no broadcasting from the parks during the above mentioned period. Only

(*Continued on Page 3*)

RADIO DAILY

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JOHN W. ALICOATE : : : Publisher

M. H. SHAPIRO : : : Associate Editor
MARVIN KIRSCH : : Business Manager

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Entered as second class matter April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(*Wednesday, Mar. 30*)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	113¾	111	111⅛	— 1
CBS A	13½	13½	13½	....
Crosley Radio	22⅛	22⅛	22⅛	+ ⅝
Gen. Electric	29¾	28⅛	28¼	— ¾
RCA Common	5	4⅞	4⅞	— ⅛
RCA First Pfd.	40¾	38⅜	40⅛	+ ⅛
Stewart Warner	6½	6¼	6⅜	+ ⅛
Westinghouse	67¾	65	65⅛	— ⅝
Zenith Radio	10¼	9⅞	9⅞	....

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13¾	13¾	13¾	+ ¼
Majestic	¾	¾	¾	....

OVER THE COUNTER

	Bid	Asked
Stromberg Carlson	3¾	4¾

Election Jacks Up Biz For Kansas City Outlets

(*Continued from Page 1*)

party and the Coalitionists. With the Democratic party conducting a large part of their campaign over the air, they bought time for nearly a hundred speeches, placing the bulk of the business with KMBC and WDAF which carried, besides daily talks, a full hour broadcast of a Saturday night rally.

CBC Will Make CJLS Basic

Montreal—Announcement that CBC will correct the lack of coverage at Yarmouth, Nova Scotia by including CJLS as a basic station of the system has been received with appreciation in the Atlantic seaboard province. Adding of the local station to the CBC chain is a goal which has been pressed since Canadian Radio Commission days. Laurie L. Smith, is owner and operator of CJLS.

Jules Hausberg
INSURANCE
Insurance Specialists to the Radio and Music Industries
JOhn 4-2800 BEekman 3-0375
80 JOHN ST., NEW YORK

Phillip Morris Testing Chain Shows On WNEW

The new Phillip Morris series, "Johnnie Presents What's My Name" first underwent "special" airings over WNEW before going network it was learned yesterday. Sponsor also has resorted to the WNEW facilities to test changes made in the show following the Mutual debut. Program is heard at 8-8:30 p.m. The Biow Co. has the account.

Socony Baseball Time Readied In 30 Markets

(*Continued from Page 1*)

Louis and Philadelphia; all the American Association games and a few other games in various leagues will be shared with General Mills.

About 30 cities in all will be covered. Schedule is about as large as last season.

N. Y. Milk Bill Signed; $310,000 Ad Campaign

(*Continued from Page 1*)

as to whom the account is awarded. He is also seeking an agency for the Syracuse State Fair appropriation of $21,200 which will be used to promote the fair.

Tampa Brewery Account Sponsors Baseball Scores

Tampa—For the fourth consecutive year La Tropical Brewery of Tampa will sponsor sportscast of National, American and local baseball leagues scores on WFLA. Five minutes daily, including Sunday, will be assigned sportscaster Don Bell. Interlarded between scores will be color yarns on players, dramatic incidents, etc.

NBC Coast Staff Changes

Los Angeles—NBC yesterday announced staff changes in Hollywood and San Francisco headquarters effective April 1. In Hollywood, M. S. Adams joins that office from the San Francisco studios as studio engineer; Norman Noyes becomes supervisor of pages and Seward Spencer has been named his assistant. In San Francisco, William Holmes joins the production department and L. Ray Rhodes becomes Junior Salesman.

WWVA, WALR Form Line

Wheeling, W. Va.—Permanent lines have been established between WWVA and WALR. Zanesville, Ohio, to form a local network. George W. Smith, of WWVA and Ronald B. Woodyard of WALR, plan to exchange programs on a full-time basis.

Acme White Lead Switch

Acme White Lead & Color Works, sponsor of Smilin' Ed McConnell, will switch to 3:30-3:45 p.m. spot effective with the broadcast of April 3. Program will be heard over an NBC-Blue network of 26 stations.

WABC Mystery Message Sounds Like G-Man Stuff

(*Continued from Page 1*)

lowing mystery message: "B23L. We are ready to follow your instructions but we have to proceed via automobile because of weather conditions." Preceding the message itself was the usual, "We have been requested to make the following announcement."

CBS refused to make any comment on the announcement. Staff had been given strict orders not to divulge any information. At a late hour last night, press associations were still trying to run down the story. No other large metropolitan station received any such request. One guess was that it had something to do with the Levine kidnapping in New Rochelle. Levine, incidentally, is scheduled to appear on "We, The People" over CBS tonight.

Three Requests Filed For Oklahoma Stations

Stillwater, Okla.—An application to construct a 1000-watt station is being prepared and will be filed with the FCC within three weeks. Wilson Brown, recently appointed as an assistant in the information department of the state WPA may become busines manager of the station. Howard Suesz, former business manager for KVOO (Tulsa), may be program director.

Tulsa, Okla.—Plans, pending FCC approval, are being made for two new stations here. The Tulsa Daily World is seeking a 1000-5000-watt spot on 940 kilocycles and Harry Schwartz is seeking a 250-watter on 1310 daytime only.

WHN "Amateurs" 5 Years Old; Switching Air Time

The WHN "Amateur Hour" is celebrating the beginning of its fifth year on the air. Program goes into new spot tomorrow night, 8-9 p.m., and also has a new emcee, Jack Waldron, formerly emcee for the Hollywood Restaurant.

Ray Cannon Joins KPLT As Commercial Manager

Dallas—Ray Cannon, for the last year and a half connected with the commercial department of WFAA, Dallas, will go to KPLT, Paris, Texas, April 1 as commercial manager. Previous to his WFAA connection, Cannon was with the Dallas office of Tracy-Locke-Dawson, Inc., for eight years, and with the Commonwealth-Edison Company, Chicago, for one year.

★ Call BRINCKERHOFF for RECORDINGS
29 W. 57th St. PL 3-3015

COMING and GOING

GEORGE W. TRENDLE, president of the King-Trendle Broadcasting Corp., is back at his desk in Detroit, from a four-week Florida vacation.

I. R. LOUNSBERRY, executive vice-president of WGR and WKBW, Buffalo, is in town.

FRANK SMITH, commercial manager of WWSW, Pittsburgh, is in New York.

B. J. PALMER and J. O. MALAND, president and vice-president respectively of WHO, Des Moines, in town on business.

BILL BACHER, expected in town from the Coast today.

LESTER A. BENSON, president, and CLAUDE ROCK, salesman of WIL, were visitors in Charlotte, N. C.

EGMONT SONDERLING of Chicago, in St. Louis to study UBC Germania show which is aired over WEW.

MERLE OBERON, returns from Europe today aboard the "Conte Di Savoia."

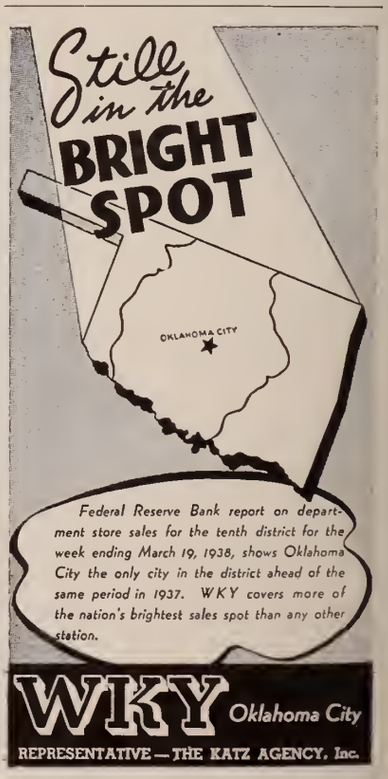
LES QUAILEY, of N. W. Ayer & Son agency, in Albany today on Atlantic Refining sports biz.

ALFRED WALLENSTEIN, WOR musical director, on short vacation trip; back Monday.

JOHN CARTER, tenor, due back in Hollywood today from New York.

New Dr. Pepper Lineup

Dallas—New line-up of the Dr. Pepper-Dixie Network of 24 stations starting Apr. 3, will include the following cities: Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Shreveport, Little Rock, St. Louis, Jackson, Memphis, Nashville, Birmingham, Atlanta, Greenville, S. C., Asheville, Charlotte, Louisville, Columbia, S. C., Chattanooga, Knoxville, Raleigh, Winston-Salem and New Orleans.



MAJOR LEAGUE CLUBS BATTLE OVER CONTRACT

(Continued from Page 1)

exception to the agreement is a World Series, National vs. American league game or the opening day description. Agreement, which does not expire until the close of the 1939 season, has to date been rigidly adhered to, but in 1937 first rumblings of discontentment were heard when General Mills dangled a heavy fee in front of the Brooklyn team.

With the start of the 1938 season almost due, there has been an open break by the Dodgers in a move to terminate the five-year agreement immediately so that the club can take advantage of one of the bids placed with them by prospective sponsors. Again, as last year, General Mills seems to be in the driver's seat, and the bid this year has been jacked up considerably.

The Yankees, owned by Jake Ruppert, and the Giants, owned by Horace Stoneham, are both in much better financial condition, and are vigorously opposed to breaking the agreement at present, preferring to have it run out before any action is taken on commercial broadcasting from the parks. However the possibility that all broadcasting will be cut off may alter the situation before April 19, official opening date.

NBC, CBS and Mutual to date have been unable to make any arrangements or close any negotiations with the clubs to air the opening game which will be played between the Giants and Brooklyn at New York. There is also a strong possibility that if any of the New York clubs are involved in the World Series a movement may be made to prohibit the airing of those games played in New York.

CIO Union Distributes Handbills At Stations

ACA has been distributing handbills to all CBS employees. Sheets told employees that "stations throughout the country have cut payrolls drastically. The last few weeks witnessed sudden reductions in the number of employees even here in New York." Union pointed out that WBBC, Brooklyn, just signed an ACA agreement for the engineers which calls for a five-day, 40-hour week with scale increased to $37-$45 weekly.

GIVES INTELLIGENT MERCHANDISING SERVICE
WBIG IN GREENSBORO N. C.
George P. Hollingbery Co., Nat'l Reps

☆ PROMOTION ☆

Picture Tie-In

For showing of "The Big Broadcast of 1938" at a local theater Hal Scher of WKY, Oklahoma City arranged a lobby display of a large colored board showing stills of various studio and transmitter scenes of WKY programs and a shelf in the foreground upon which were placed various types of microphones, five in number, as used from 1928 to the present day. Backboard of the display said, "The Big Broadcasts of 1938 will be heard on WKY."

"Search Party" Grows

KCKN's Saturday night "Search Party" program has grown in less than a month to the extent that this week's treasure hunt attracted 32 parties numbering nearly 200 participants. With the final judging aired from the stage of the Electric Theater, the weekly stunt is aired under the sponsorship of eight local merchants, who foot the bill for over $40 worth of prizes.

Tampa Jamboree

Every available inch of spectator space was filled the other night from 12 midnight to 3:30 a.m. at the Southern Brewing Company's Jamboree in Tampa's Tampa Terrace Hotel. Purpose of the Jamboree was to entertain radio entertainers. General tone of the broadcast was civic boosting.

Staff Cooperation

Members of the WXYZ dramatic staff are getting big publicity through a tie-up with a special promotional feature of the Detroit Times. The newspaper is currently printing "Shameless Sarah", a novel of Detroit in the Gay Nineties and written by a Detroit society woman. In addition to a few old-time original photographs, the newspaper is also printing several specially posed photographs in each day's installment. Members of the WXYZ staff are doing the posing, with full credit lines beneath each shot.

Philco Issues Diagram Book and Auto Manual

Philadelphia—A two volume edition of Philco's Wiring Diagram book replaces the one volume edition. Wiring diagrams, parts layouts, parts list, alignment and adjusting data are included for all Philco sets.

A manual for auto radios has also been issued. This includes descriptions of aerials, sets and accessories and also details advertising and promotion stunts suitable for dealers. These include metal signs for license plates, window stickers, film slides and postcards.

Salesman-Emcee

Marion Beatty, one of WIBW's advertising salesmen and a representative to the Kansas State Legislature, served as master of ceremonies at the recent Democratic Victory Dinner staged by the Kansas democrats and which featured Gov. Walter A. Huxman as speaker. One hundred and fifteen dinners were held over the state of Kansas during this annual event and all dining halls were equipped with radios and loud speakers tuned to WIBW—the only outlet.

Air Service Tieup

WTMJ, Milwaukee, has made arrangements with a local flying service which enables advertisers to tie-in their programs with air-stunting. Plane "distributes" coupons, and even samples of some products, during the broadcasts in which the movements of the plane are mentioned. Signs and skywriting are also available.

"Program Policy"

WBIG, Greensboro, N. C., which stresses that program policy and not wattage determine the size of a station's audience, has issued an invitation to visit its studios. Along with the invitation is a map of the territory WBIG serves and statistics about the spending power of the natives.

FARNSWORTH BRINGS OUT HIS NEW TELE PROJECTOR

(Continued from Page 1)

Harry S. Bamford of the Farnsworth laboratory developed the projector.

Film travels at a constant speed through the new projector and the picture itself is focused on the cathode area of a dissector tube. Company execs link the projector with the high fidelity dissector tube and describe them as contributions "making it possible to reproduce film with a higher degree of excellence than is usually obtained."

The projector employs 2 lens disks to secure continuous projection. Each disk carries a total of 24 lenses and rotate in opposite directions. At any instant, however, two lenses are "active in conjunction with each other" due to overlapping.

FCC Again Extends Rule On Experimental Monitor

Washington—The Federal Communications Commission has further extended the working date of Rule 981 until Sept. 15, 1938. Ruling requires all relay, international, television, high frequency, facsimile and experimental broadcast stations to have a frequency monitor in operation. Monitors used do not have to be approved by the FCC but must have an accuracy of at least one-half the tolerance allowed for the class of stations with which used.

If You Lived in Grand Rapids

WOOD-WASH
the only station in Grand Rapids
Primary pop.... 371,340
Radio Families, (primary)..... 74,969
Annual Retail Sales, (Grand Rpds only) $45,481,000

.... where there's only one Radio station in the city... chances are you'd listen to that station (WOOD-WASH) almost exclusively ... BECAUSE ... clear reception ... local sentiment ... highest quality entertainment ... then multiply this "one city-one-station" exclusive set-up seven times... add WXYZ (key station) Detroit... and you have, figuratively speaking, an advertiser's paradise



MICHIGAN RADIO NETWORK
WXYZ KEY STATION DETROIT MICHIGAN
The Paul H. Raymer Co., Representative



SPENCER BENTLEY has joined the company of Edgar Guest's "It Can Be Done".

Ken Ellington, WBBM roving reporter, took WBBM trailer studio to Notre Dame and waxed a bridge session of Coach Elmer Layden, wife and friends which will be aired on WBBM's Salute to South Bend next Monday evening.

Bill Crouch, movie scribe, drew a lucky number at Chicago Theater for Kay Kyser's Kollege of Musical Knowledge at Chicago Theater the other evening. His musical knowledge drew him two passes to the house. (And he has an annual pass!)

Hal Totten putting on a group of broadcasts over NBC in connection with the American Bowling Congress.

Marcelle Mitchell, secretary in NBC sales department, vacationing for fortnight in New York.

George Biggar, promotional director of WLS, back from several weeks on west coast and at Phoenix, Ariz., where he visited KOY.

Guy Colby, square dance caller of the WLS National Barn Dance off on his first vacation in four years. He went to Eunice, La., to visit mother.

Ennio Bolognini, director of the Gypsy orchestra at Yar restaurant, heard over Mutual, arrived for work in hunting togs including hip boots the other evening. Car got stuck in mud on way in and farmer had to pull him out. Then he was pinched for speeding.

Fritz Blocki, production director of the "Skelly Court of Missing Heirs," aired on Sundays over CBS, taking a one-week motor trip to Asheville, N. C. to visit sister. Expects to be back in time for next Sunday's show.

U. S. Sets in Gibraltar More Than 75% of Total

More than 75 per cent of sets sold in Gibraltar are of American manufacture, according to a recent survey, which also revealed that the number of sets has doubled since the Spanish war started. Because of the difficulty in securing accurate and late printed accounts of battles, radio has gained in popularity.

Excessive summer heat necessitates special cabinets which do not warp. Transformers, too, must be protected from Gibraltar's fog. Pitch is used to protect them from dampness.

LISTEN TONITE TO
DORIS RHODES
6:45 P. M. WABC-CBS Network
MANAGEMENT
COLUMBIA ARTISTS, INC.



● ● ● **A Reporter With A Conscience!....Word from the coast would arrive at this desk from time to time heralding the fact Jackie Cooper, kid star, was being considered to emcee a variety show, sing, dance or any other thing you might expect from a kid. Every release had some angle to it—that is, everything but to deliver real entertainment for the listener!....The other day we encountered the kid star, now taller than we. He was east on a p.a. tour. His mother related the difficulty they've had getting the proper show set for the boy. Seems that all the writers on the coast (and there are plenty!) had submitted ideas. One was to have him be a G-Man, another a private detective, etc!....As usual, we had to stick our two-cents into the quandary, and suggested that they have the kid play the part of one of the "Rover Boys" or "Dick Merriwell," all characters known to young and old—and loved by them.**

● ● ● *Rather amusing is the news from WREC, Memphis, Tenn., where Jim Sanders, producer-actor, who in his "Jewel Cowboys" show, discovered that the ad-libbing in Chinese of his Chinaman character (Tang Pan Po) is an effort to communicate with brethren over yonder in the Shanghai sector....The actor playing the Chinaman runs a chop suey joint there, can't understand that the broadcast doesn't reach his native country....Discovery came when Sanders asked the Chinaman to cease his Chinese versions of the lines given him....Bob Hawk, who does a show called "Red Hot and Low Down" via WAAF, Chicago, has changed the name of one of his mythical femme characters because it was hard to say ....Known for years as "Barbara Feedelphutz" Bob obliged by changing the monicker to "Barbara Gaheebagahaban"—which he believes is much easier to say!*

● ● ● **Harry Von Zell has been wordslinging the Fred Allen shows for a long time but has persisted in reading the Sal Hepatica commercials thusly: "Take two teaspoonsful" which an English prof. pointed out was incorrect!....Witnessing the Ferde Grofe concert at Carnegie Hall the other week, we couldn't keep our eyes off the drummer-boy. At any second, we thought his drumsticks would go flying into the air a la Gene Krupa with Goodman's debut at the Hall—which was the last time we were here....The place may have been sold out from a financial standpoint but for every person standing during the Goodman siege, there were four empty seats!....When Grofe conducted there wasn't any swaying of bodies, contorted faces or shaking of heads. Everyone acted civil and applauded generously at the conclusion of selections—which is the way it should be....Music publishers and musicians made up the majority of the assemblage, however!....Art Van Harvey, who is "Vic" with "Sade" suffered serious injuries in Newcastle, Ind., when he fell.... Somebody writes our boss that there are only Six Dwarfs with Snow White—"Dopey" is now writing "Main Street"....Veddy funny.**

● ● ● *Grace and Scotty have been invited to guest at the annual rhododendron festival held in June by the Asheville (N. C.) Chamber of Commerce. Invitation was extended by F. L. Weede because he heard them render their own song, "When the Rhododendrons Bloom Again" via NBC....Winchell has heard many singers do "I Wanna Be In Winchell's Column"—and nothing ever happened ...."Spy Stories" heard for the past year on WINS as a WPA radio unit, has aroused more interest than ever recently because of the crisis abroad....Sunday, Lew White, CBS organist, will marry Helen Schultz and listed amongst the guests are Jan Peerce, Rubinoff, Yasha Bunchuck, Irving (Lazy Dan) Kaufman, Malcolm La Prade and Dale Carnegie, who knows "How To Win Friends and Influence People"—which won't apply to White's ceremonies.*



HAL BURDICK, NBC night editor in San Francisco, has left for home after a lecture tour here where he explained radio to students in local high schools and junior colleges.

The Professor Puzzlewit program, heard on the Pacific Coast NBC-Red net, will celebrate its first anniversary broadcast on Sunday. Airing, in which over 300 amateurs took part during the past year, will be heard from San Francisco at regular time.

Members of the Junior Chamber of Commerce will present a dramatic program emphasizing the need for caution on streets and highways. Program is part of the national safety campaign and will be heard on a coast-to-coast hookup.

Archie Loveland and his orchestra will have a Pacific Coast NBC-Red wire from the Olympic Hotel in Seattle starting today.

Tune Types, new NBC program will co-star Emory Darcy and Jeane Cowan.

Marion Talley will be assisted by Josef Koestner's orchestra, the Paul Taylor Chorus and a girl trio in her spring and summer network series.

Laurance L. Cross has added a South American macaw to his bird choir heard on "Musical Clock" program.

French-Canadian Prefer English Radio Versions

Montreal — Popularity of Hollywood screen stars on the radio is at least as great in Quebec province as in the United States. A census taken of listeners to the Lux Radio Theater on a Monday night showed that 30 per cent of French-Canadian listeners tuned in—exactly the same proportion as throughout the United States, although Lux Radio Theater has another program in French broadcast at the same hour on the same evening over another Montreal station.

Hanford Writes Book

Mrs. Mabel P. Hanford, trade paper space buyer for BBD&O. through Harper Bros., has written a book on "Advertising and Selling." Book will be out Apr. 6.

GET A BIGGER AUDIENCE—FREE

Audience assured — thousands in your vicinity—profit to you—but no cost—a truly great sustaining program

WINGS OVER THE WORLD. A series of thirteen R.C.A. electrically transcribed dramatizations . . . Enactments of the adventures of Father Paul Schulte, the Flying Priest, beloved world-known figure . . . True Stories, full of drama and appeal to hold listeners of all ages. It's working for many stations right now. Yours with no cost or obligation. Write to Robert Vincent, 9 Rockefeller Plaza, New York, N. Y.

ORCHESTRAS MUSIC

By TED LLOYD

WOR-MUTUAL IS REPORTED to have more than 30 remote spots, waiting in line for cleared time on the network!....All spots seeking MBS wire, have name-bands and sometimes another network tie-up... Seems that there's the desire to use MBS because of more than an even chance of having the remoter piped from east to west, whereas CBS and NBC can't give such an assurance to the bands because of their many commercial obligations to air late repeat shows west of the Mississippi —which is just about the time bands are anxious to be aired, catering to the eastern populace....MBS, not having many repeat or commercials late in the evening, swap air time with the west and east equally. Thus, via WOR you'll hear more coast bands than on other nets and the bands coming from here, report that mail arrives from the coast, assuring them of representation there!

REVIEWS OF THE REMOTES: We've been listening to Joe Reichman's band coming from Frisco via MBS and have noticed that we failed to recommend his aggregation very highly. The other nite, doing "Jezebel", "I Was Doing Alright"? "Toy Trumpet", etc., he sounded elegant. Joe has with his crew the finest vocalist of any band—Larry Stewart—who treats us with some smooth vocalization every so often... Following Reichman's show that nite we thought we were listening to Lombardo—but it turned out to be Jan Garber coming from the coast too. Russ Brown did the vocals. Someone should tell Garber not to speak during the show. 'Nuff that the wordslinger chews the rag—Jan, who hasn't a particularly good air voice, said too much!

Leon Goldman, conductor of Symphonic Strings over CBS, does a swell rendition of "Lita," a tango by Maud Miller Stevenson....Chick Webb, ace colored bandleader and "King of The Drums," went under the knife at the Hudson View Hospital Tuesday and is now resting comfortably. Webb's band will continue for the next two weeks with "Scrappy" at the Drums....The fourth annual Professional Music Men's Benefit will be held at the Alvin Theater Sunday evening, April 24. This affair, which has been so successful in the past, is staged to assist members of the music profession who are in distress.

DON KERR
Master of Ceremonies
WMCA
Fox-Fabian Amateur Hour
Six Star Revue
Zeke Manners' Gang

Ethridge Serves NAB Pending Final Selection

(*Continued from Page* 1)

declared that he would give all the time necessary from his activities as general manager of the Louisville "Courier-Journal" and "Times" to carry out the plans for reorganization adopted by the NAB at its Feb. convention. "Courier-Journal" owns station WHAS.

Philip G. Loucks, will continue to act as special counsel until the appointment of a permanent head for the organization. It is expected that a secretary and treasurer, also a paid position, will be made today, when the board resumes its meeting.

The Board of Directors also approved a proposal of the executive committee which will immediately put into operation a functioning trade association representative of the industry, by establishing committees authorized to deal with immediate problems.

A legislative committee, composed of John Kennedy, Clarksburg, W. Va.; Edwin W. Craig, WSM, Nashville; Luther Hill, Des Moines; William Dolph, WOL, Washington, D. C.; E. B. Craney, KGIR, Butte; Frank M. Russell, NBC, Washington, D. C.; Harry Butcher, CBS, Washington, D. C.; Theodore C. Streibert, WOR-Mutual, N. Y. C.; and John Elmer, Baltimore, was instructed to make a study of pending legislation as it affects the industry and propose policies for consideration of the board.

Acting upon the report of Lloyd Thomas, WROK, Rockford, Ill., chairman of the committee of independent stations, the board voted to recognize the demand made upon independent stations by the American Federation of Musicians as an industry problem and to underwrite the expenses of the committee and counsel fees for those stations which desired to undertake consultations and negotiations with the National Board of the Musicians' Union.

The board also adopted a resolution reaffirming the action of the broadcasters convention in urging the Department of Justice not to drop the anti-trust suit against the American Society of Composers, Authors and Publishers.

The executive committee was instructed to begin at once exploratory consideration of the whole question of music copyrights with particular reference to the expiration of the industry's contracts with Ascap in 1940.

Chairman Frank R. McNinch of the Federal Communications Commission was the guest of the board at a luncheon at noon today. Co-operation between broadcasters and the regulatory body in the solution of the problems which confront both the industry and the government was invited by Chairman McNinch in an informal talk.

Committees Appointed

Other committees appointed were: Phil Loucks, John F. Royal, (NBC) and Fred. Willis (CBS) to be the representatives on the Federal Radio Education Committee, created by the FCC to study the problem of educational broadcasting.

John Elmer, John J. Gillin and Harold Hough, were chosen as a committee to consider the report of the NAB Bureau of Copyrights and report back to the board within 30 days.

An engineering committee was chosen, as well as one to handle accounts and to deal and work with the Joint Committee of American Association of Advertising Agencies. In approving the request for aid by the Independent Broadcasters, the AFM demands were recognized officially by the NAB and according to Lloyd C. Thomas, chairman of the Independents' committee, more questionnaires are being received from non-network outlets reporting on their financial status and other points upon information that is necessary.

Ethridge through his WHAS and newspaper connections apart from being regarded a good choice politically, is expected to swing considerable newspaper-owned station support to the NAB problems. He said in a closing statement last night that there should be no confliction of interest between radio and the public it serves.

NBC Sets Sport Schedule For The Coming Season

(*Continued from Page* 1)

on Decoration Day, the National Air Races from Cleveland on Sept. 5, and the "Carnival of Champions" bouts which begin in Sept. The Harvard-Yale crew race on June 24 will also be covered as will the Poughkeepsie Regatta on the Hudson three days later.

Year will close with football broadcasts of Pasadena "Rose Bowl" and the New Orleans "Sugar Bowl" games.

☆ F. C. C. ☆ ACTIVITIES

HEARINGS SCHEDULED

Apr. 28: Young People's Assn. for the Propagation of the Gospel, Philadelphia, Pa. CP for new station. 1220 kc., 1 KW., unlimited.

APPLICATIONS RECEIVED

Apr. 29: State Broadcasting Corp., Gretna, La. CP for new station. 1370 kc., 100 watts, 250 watts LS., specified.

May 2: Louis M. Blum, Columbus, Ohio. CP for new low frequency station. 2726, 3190 kc., 500 watts, unlimited in emergency.

May 3: Nathan Frank, New Bern, N. C. CP for new station. 1500 kc., 100 watts, unlimited.

W. C. Ewing & Harry Layman, Fayetteville, N. C. CP for new station. 1340 kc., 250 watts, daytime.

Citizens Broadcasting Corp., Schenectady, N. Y. CP for new station. 1240 kc., 1 KW., 5 KW. LS., unlimited.

Thomas J. Watson, Endicott, N. Y. CP for new station. 1240 kc., 1 KW., unlimited.

Hampden-Hampshire Corp., Holyoke, Mass. CP for new station. 1240 kc., 500 watts, 1 KW. LS., unlimited.

KMLB, Monroe, La. CP to change frequency and power to 620 kc., 500 watts, unlimited.

WHBF, Rock Island, Ill. CP to change frequency and power to 1240 kc., 1 KW., unlimited.

Chester Howarth & Clarence Berger, Wallace, Idaho. CP for new station. 1420 kc., 100 watts, 250 watts LS., unlimited.

Greenville Broadcasting Co., Greenville, N. C. CP for new station. 1500 kc., 250 watts, daytime.

Levys Lighten Holdings Of CBS Says SEC Report

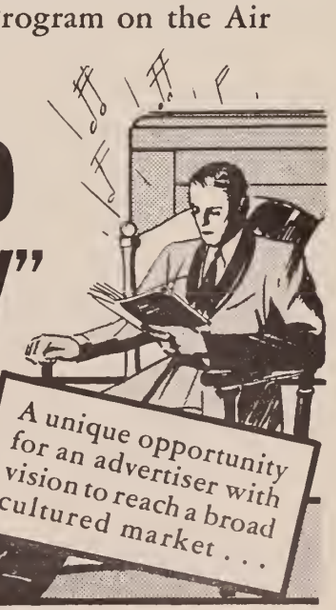
(*Continued from Page* 1)

were Class A CBS securities and sixty-five Class B. After the gift he still held 64,200 Class A and 23,465 Class B.

Leon Levy, also a Director of CBS reported disposition of 250 Class A securities, leaving him 37,850 and 44,900 Class B securities.

12 WHN'S "MUSIC TO READ BY"

The Most Unusual and Most Appreciated Midnight Program on the Air



One hour of uninterrupted classical music . . . every night of the week at 12.

A unique opportunity for an advertiser with vision to reach a broad cultured market . . .

DIAL 1010
1540 Broadway, N.Y.C.

OKLAHOMA

Newest WKY program hitting a high spot is "Melodies Out of the Sky", a Fri. p.m. presentation which features the staff orch., and Ken Wright at the organ. Show opens and closes with an original unnamed composition by Wright and features arrangements of Allan Clark, orch. leader and Joe O'Neil, assistant leader with Hal Scher as emcee.

Joe O'Neil, free-lance of Chicago, has been signed to WKY contract as assistant staff orchestra leader and assistant arranger.

John Schaffer, formerly of KVOR, Lincoln, has arrived at WKY to take over special events and sports broadcasts.

Henderson Leake conducting "Your Music" on WNAD, an educational program for high school music classes.

Harold "Sparky" Sparks now doing sports for KFXR.

Dobbs Truss Company sponsoring quarter-hour new show on KTOK, "The Dobbs Quartet".

Terry O'Sullivan, formerly of Joplin, now on the announcing staff of WKY (Oklahoma City) doing newscasting.

Dixieland Jamboree Broadcast being featured by KTUL (Tulsa) and its artists before a live audience in Tulsa.

Walter Cronkite, WKY newscaster and sports commentator has resigned to begin exploitation and publicity work for Braniff Airways in their Dallas office.

Bob Willis and "His Texas Playboys" now in full hour spot on KVOO (Tulsa). Unit is oldest and one of most popular of type dance bands in southwest.

New a.m. program for KTUL (Tulsa) is called "The Morning Watch"—with clockwatchers Waldo and Eddie.

A singing convention of 1,000 singers was aired March 29th by KVSO (Ardmore) under direction of composer J. B. Pennington.

New WKY program sponsored by Borden Milk Co. for Mon.-Wed.-Fri. named "Your Family Tree" features two names each day with giveaways of coats of arms.

Ted Andrews, formerly of KWKH, in Oklahoma City to take over sports duties with KTOK and now handling daily "Rambling Around the Sports Dial". On April 13th will take over General Mills sponsored Texas League baseball games. Has been traveling with ball club in spring training for past two weeks.

First of new series "Chats with a Public Health Nurse" have begun over KVOO (Tulsa) under auspices of Tulsa Public Health Association and set for all of April.

D'ARTEGA
AND HIS ORCHESTRA
Now Buffalo Theatre for limited engagement
Exclusive Management
JACK LAVIN
PARK CENTRAL HOTEL NEW YORK

NEW PROGRAMS—IDEAS

Loud-Speaker Corner

One of the most ambitious transcribed programs in WFBC's history is being sponsored by the Coca Cola Bottling Company of Greenville, South Carolina. The program runs seven quarter hours per week and is built from a transcription library. It is worked on an "artist series" idea. Each Saturday night the Ranch Boys are presented; Sunday night the Dreamers; Monday, Xavier Cugat and his Orchestra; Tuesday, The Revelers; Wednesday, Harry Reeser; Thursday, The Master Singers; Friday, The Rhythmakers. A special guest star is presented on each program.

Easter Special

Taking advantage of the season, WMCA will present a solid week of Easter programs immediately preceeding Easter Sunday. Shows, running one-half hour, will tell the entire story of Easter in 6 installments, and will be featured by the top dramatic talent of the station. Each dramatization will be a separate story in itself, and will be designed to interest not only the adult but the younger listeners.

Making Local History

Utilizing the "March of Time" idea, WFBC, Greenville, S. C., is presenting a new idea with marked local success. Station is presenting a program consisting of dramatized daily events of importance in the station's listening area, South Carolina, Western North Carolina, Georgia and Eastern Tennessee. Show is titled "History Is Made" and is handled by Mason Dixon, announcer and producer. Seiberling Tires, foots the bill, and is now putting the show on disks with the idea of presenting them in other sections of the territory.

Twist for Old Show

Lee Mortimer, the Mirror Man, has inaugurated a new style in an old program on his nightly stints via WNEW. Aided by Stan Shaw, Lee presents famous personages from the stage, screen and radio that he has picked up at various night spots in his evening wanderings. Each guest is asked to perform, and is usually accompanied by a recording of his own. Informality is featured on the airings, and a cup of the sponsor's coffee is on hand for all guests who do their bit for the night owls tuned to the show.

Home Finance

Acme Loan Service will give a new twist to the old-fashioned home service format in its new series over KDYL which is set to begin April 3. Sponsor will incorporate helpful home-budgeting tips, giveaway budget booklets and informal discussions on home finance. Interspersed with the talks will be concert music and ballads dubbed in via the disk route.

New Amateur Hour

WHO, Des Moines, has incorporated an Amateur Hour along with its 2½ hour Opry House show which is heard every Saturday at 8 p.m. Contest is open to all types of entertainers, the only proviso being that they have never before appeared on WHO. With Dick Anderson in charge, amateurs are auditioned day before the broadcast by a group of judges who select four acts for the actual airing. Prizes offered are $10, $5 and $2.50. New insertion in the Opry House in no way affects the regular group of performers heard regularly on the show.

Planning U. S. Campaigns To Offset Foreign News

(*Continued from Page* 1)

propaganda campaign are only in the formative stages, reliable sources intimate that scripts will be much more thorough than any like programs now on the air, and will not be handled through any governmental office or branch. Undertaking is of a purely private nature, and is being handled by the leaders of the movement in the face of serious conditions now existing abroad.

Exact starting date is not as yet set, nor have stations, except in a few cases, been contacted as yet. Immediate events in foreign countries are now being analyzed as are the programs being aired from Germany, Austria, Spain and other foreign countries directed to the United States. Results of the studies will determine the exact content for the radio series.

Once-over is also being given to cases of alleged progaganda on the air by the Institute for Propaganda Analysis.

CBS Will Treat The Fans With A Pre-Season Break

CBS will present a sneak prevue of the 1938 baseball season April 18 when special pick-ups will be made from 8 cities housing big league teams. Cities to be visited are: Philadelphia, Cincinnati, Pittsburgh, New York, National League; Chicago, Cleveland, Boston, Chicago, American League. Announcers handling the shows in their order will be Bill Dyer, Walter Van Winkle, France Laux, Mel Allen, Pat Flanagan, Franklin Lewis and Arch MacDonald. Time as yet undecided, but will probably be spotted in early afternoon.

CARL BIXBY
Creator, writer, director or producer of successful network radio programs.
P. O. Box 84, Manhasset, L. I., N. Y.

PHILADELPHIA

Glenn Parker, former WIP announcer, has joined the announcing staff of WHO, Des Moines.

The Malloys, vocal and instrumental group heard over WDAS, celebrates their third year of continuous broadcasting over the station.

Allen Franklin, who formerly conducted "The Old Salt" and "Cozy Corner" programs over WFIL, is now sports announcer for WLW, Cincinnati.

Sam Serota, has now taken over one of the oldest WHAT's programs called "Anything Can Happen."

Bill Dyer, WCAU sports commentator, returns to the mike after a two-week trip through the South, when he visited the training camps of the American and National League Baseball Clubs.

Adele London of the piano team of Carlisle and London, heard over KYW, sails next month for a trip to England; in her absence Marie Carlisle will carry on with a new partner.

Bud Sparks is now conducting the newest of WIP's program called "The High School Reporter".

Pat Stanton, WDAS vice-president, has a movie called "Dawn Over Ireland" showing at a local house.

Withdraws FCC Request For Facsimile License

(*Continued from Page* 1)

activities in the television and fassimile fields."

"Journal" also declared that it believed that in the next few months it can make greater progress by concentrating its efforts in fields other than those covered by the applications which it has withdrawn. Newspaper spokesmen also stated that it was believed that further study will permit the "Journal" to "work out an improved program of experimentation in these fields. It already appears likely that our future plans, especially as to facsimile, will involve substantial modifications of the proposals we originally submitted to the Commission."

Jesse H. Jones On KUOA

Siloam Springs, Ark.—Plans are in the works for a coast-to-coast hookup for the Jesse H. Jones speech from KUOA, May 12. Jones, a member of the board of John Brown University, owner of KUOA, will be the principal speaker.

GEORGE GRIFFIN
Lyric Baritone
THURSDAY
12:15 P.M. EST. WJZ-NBC Blue
☆
MAGIC MELODIES
Tuesday 7:45 P.M., EST. WJZ-NBC Blue
Management NBC Artists Service

GUEST-ING

JOAN BLONDELL, on "Hollywood Playhouse" program, April 3 (NBC-Blue, 9:00 p.m.)

BENAY VENUTA on Consolidated Edison program April 8 (WEAF, 7:30 p.m.).

LAURITZ MELCHIOR on the "Lucky Strike Hit Parade" April 9 (CBS, 10 p.m.).

WALTER CASSEL on the Andre Kostelanetz show with Grace Moore April 6 (CBS, 9 p.m.).

PHYLLIS KENNEDY and CHESTER MORRIS, film stars, on Feg Murray program April 3 (NBC-Blue, 7:30 p.m.)

HENRY MAJOR, caricaturist, on the Cartoon Club of the Air, April 3 (WNEW, 6:45 p.m.)

BENNY GOODMAN and DALE CARNEGIE, on Eddie Cantor program, April 4 (CBS, 7:30 p.m.)

EDDIE CANTOR, on Benny Goodman Swing School program, April 5 (CBS, 9:30 p.m.)

LEIF ERICKSON, stage star, interviewed by Radie Harris, today (MBS, 6:45 p.m.)

MARIE WALLMAN, soprano, on "Good Morning Tonite" program, April 5 (NBC-Red, Pacific, 9:30 p.m. PST)

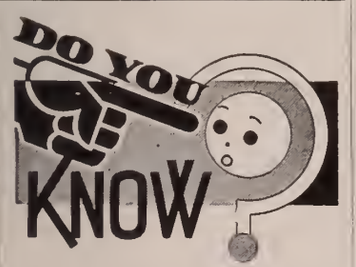
MRS. H. KIERSTEDE HUDSON, on WPA "Lives of Great Composers" program, April 3 (WINS, 2:30 p.m.)

FREDERICK LEICESTER and BETTY PHILSON, interviewed by Bide Dudley, tomorrow (MBS, 10:45 a.m.)

GENE KRUPA, swing band leader, on Steinie Bottle Boys Swing Club program, tonight (NBC-Blue, 7:45 p.m.)

GEORGE JESSEL, on Jack Benny program, April 3 (NBC-Red, 7:00 p.m.)

PROFESSOR MAURICE M. LEVITT, on the College of Paterson program, April 3 (WNEW, 7:00 p.m.)



The 718 ft. KDKA antenna at Saxonburg, Pa. is the highest welded structure in the world.

NEW BUSINESS

WEEI, Boston: N.Y N.H. H. R.R. Co., Herald Traveler Sports Page of Air program, through Dowd & Ostreicher.

WFAA, Dallas and Texas Quality Network: Associated Funeral Directors Burial Insurance Co., 15-minute musical programs.

KNX, Los Angeles: The Knudsen Creamery Co., Housewives' Protective League and Sunrise Salute, through Heintz, Pickering Co.

WHN, New York: Morton Salt Co., 15-minute program, through Blackett-Sample-Hummert Inc.

KIRO, Seattle: Euclid Candy Co., Headlines on Parade.

KVI, Tacoma: Puget Sound Council of Methodist Churches, Romance of Methodism; National Association of Modern Music, Popular Piano School of the Air.

WPEN, Philadelphia: The McCarter Bottling Co. (Batter Up and Ritz Cola), announcements.

WMCA, New York: Maxon's the Original Model Fashion Shop, Anice Ives' Every Woman's Hour.

KMPC, Beverly Hills: Amer-Spa Corp., World Wide News renewal; Dr. Joe Jeffers, The March Ahead of Time renewal; Lunde Beauty Salon, announcements; Federal Savings and Loan Co., announcements; Crescent Upholstering Studio, announcements.

WPTF, Raleigh, N. C.: H. B. Davis Paint Co., True Life Dramas.

WRC, Washington: Axton-Fisher Tobacco Co. (20 Grand Cigarettes), Let's Celebrate ETs.

WEW, St. Louis: Old Vienna Products, Clarke Harris program renewal.

WGY, Schenectady: Baker Extract Co., Market Basket participation program, through William B. Remington; Burtiss Motor Sales Co., announcements; DeWitt Clinton Hotel, announcement, through De Rouville Agency; Rubine, announcements, through Lawrence M. O'Connell; Madonna Tomato Paste, Market Basket participation program; Saltesea Packing Co., temperature reports, through Livermore & Knight; Troy Savings Bank, dramatic monologues, through De Rouville Agency; Upstate Personal Loan Corp., announcements, through De Rouville Agency; Utica Mutual Life Insurance Co., announcements, through Devereaux, Inc.; Walker Remedy for Chicks, announcements, through Weston Barnett; Prescott Oxol, announcements.

WIP, Philadelphia: The Royal Lace Paper Works, Inc. (Royledge Shelf Paper), WIP Homemakers' Club, through Lawrence Gumbinner Advertising Agency; Gardner Nursery (seeds), 5-minute programs, through Northwest Advertising Co.; Lee Tire & Rubber Co., announcements, through Eshleman Advertising Co.; Gottfried Co. (Marie Dressler dresses), announcements; Shell Union Oil Corp. (gasoline), Curiosity Court renewal; P. J. LeRoy (piano instructions), 15-minute programs.

WQXR, New York: The American Tobacco Co. (Herbert Tareyton Cigarettes), Treasury of Music renewal, through L. H. Hartman Co.; American Art Association—Anderson Galleries, Talk to Collectors renewal.

WHN, New York: National Transportation Co. (Parmelee taxis), news program, through World Wide Advertising Corp.; I. J. Fox Fur Co., announcements, through Hyman Levy Advertising Agency.

PROGRAMS—REVIEWS

GRACE MOORE

Liggett & Meyers Tobacco Co.
WABC-CBS, Wednesdays, 9-9:30 p.m.
Newell-Emmett Inc.

GRACE MOORE RETURNS TO THE AIR WAVES IN AN INFORMAL BUT GOOD MUSICAL PROGRAM.

Grace Moore returned to the airwaves last night and gave an excellent account of herself. Deems Taylor, Andre Kostelanetz and his orchestra continue to be heard on the program.

Using a chatty style of conversation, program moved smoothly and without any dull moments. Miss Moore sang two numbers from her most recent picture, "I'll Take Romance," and the title song from "One Night of Love." All were excellent.

Miss Moore's attempt to find "attractive, good looking men for the screen with good singing voices" got off with Glenn Darwin as her first candidate. Singing a pop tune, "Rosalie," he gave a good performance.

Kostelantz's version of "I See Your Face Before Me" was good. Paul Douglas continues to read the commercials.

Kay Kyser

Kay Kyser's "Musical Klass and Dance" jumped over the NBC-Red network, 10-11 p.m., last night, taking the place of the Lucky Strike-Warner Bros. show which folded last week. Kyser has been running on Mutual for the same sponsor.

Program continues along the same pattern which was perfected while show was being tested on MBS.



Radio Annual has taken the radio industry by storm . . . If you have seen a copy you will realize it is an expensive volume to publish . . . The first edition is limited and Radio Annual can only be obtained through a yearly subscription to Radio Daily. A $5.00 subscription will bring you Radio Annual by return mail.

★

KANSAS CITY

Cooperating with the Kansas City, Kan., Women's Chamber of Commerce in the publicizing of a spring party for little girls, "The Enchanted Land Party," Ellis Atteberry, general manager of KCKN worked out a series of broadcasts that sold the first time out when offered as a commercial package. Featuring a contest to select the prettiest Pink Princess and her court as a means of promoting the C. of C. party, Apr. 9. Atteberry offered the contest and a series of quarter-hour programs promoting the event, to a list of local advertisers, mailing a presentation on Saturday night to 150 merchants. The first mail delivery Monday morning brought two offers and by noon one of them had been accepted and the continuity department was turning out copy for the afternoon broadcasts. In addition to the daily airing, KCKN is putting a float in the parade set for April 1, in which the princess and her young ladies in waiting will be presented to the city.

KMBC spotted Dorothy Evans, winner of the recent amateur contest the KMBC Artist's Bureau conducted at the International Food Fair, on their Saturday night Brush Creek Follies.

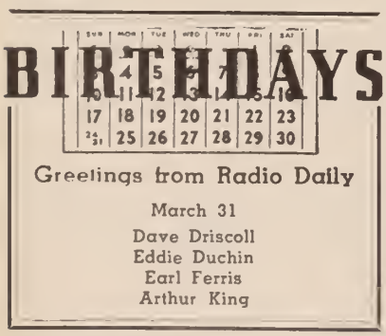
KXBY has returned to the air with its Late Sunday night chiller, "Tales of the Supernatural," in response to requests received following its fading two weeks ago.

Announcement has been made here of the engagement of Miss Ruth Warrick to Mr. Eric Rolf, NBC announcer of New York. Miss Warrick, following her selection last fall as Miss Jubilesta, handled air commercials for a local department store besides appearing in several dramatic programs. The wedding will take place April 15.

Margaret Hillias, KXBY program director, is producing and starring in a new thrice weekly dramatic show, "Drums on the Congo." The serial is written by Norman Inman of the KXBY continuity staff and brings the station's weekly total of dramatic offerings to ten with the air time devoted to such fare in excess of seven hours per week.

R. & R. Sponsors "Revelers"

Richardson & Robbins, through Charles H. Hoyt, on Apr. 18, 6:15-6:25 p.m., will start the "Revelers Quartet" on six NBC-Blue stations, (WJZ, WBZ-WBZA, WBAL, WRC, WGY), Mondays, Wednesdays and Fridays.



☆ Coast-to-Coast ☆

CAROL BRUCE, soloist at the New Yorker who has just been renewed at that spot for a long termer, has completed a short for the films, and is being tested by Metro. Singing dates at New Yorker set by Rockwell-O'Keefe.

Lenox R. Lohr, NBC prexy, set to speak before the Advertising Club April 7, will be heard over WMCA. Lohr, who will talk on the "Social Significance of Radio," will be heard at 1:15-2 p.m.

Gordon Hittenmark, conductor of the WRC early morning "Your Timekeeper" series, is now instituting a drive to raise $5,000 for a new camp recreation building for the youthful members of the Boys' Club of Metropolitan Police.

WROK, Rockford, is at present broadcasting from a specially built studio on the ground floor of the Better Homes Exposition with a series of regular WROK programs being originated from the exposition. Large glass walls allow visitors to view the entire period of broadcasting.

Radio Dot & Smokey, formerly heard on WWVA, have switched to WIBW. Topeka and are at present being heard on a regular broadcasting schedule weekly. Team, in its first week at the new station, have received hundreds of requests for their specialty numbers.

The secretarial staff of WHO yesterday honored a former cohort who recently married, Mrs. D. J. Nolan, with a luncheon at the Orchard Inn. Marriage of Mrs. Nolan was kept secret until last week.

Forrest Willis, WOKO announcer, is taking his first vacation in two years. Sherb Herrick is pinch-hitting for Willis on the Montgomery Ward Musical Clock program.

Bill Brown, WHO sports editor, Bobbie Griffen and Ray Cox, sound effects men, are making the rounds of Des Moines in a series of personal appearances to better acquaint the fans with WHO. Appearances have been set for the Cosmopolitan Club and Bloomfield Business Men's Organization.

Harry Heilmann, Michigan Radio Network baseball broadcaster, returns well tanned from the Detroit Tigers training camp at Lakeland, Florida, on April 17. He went South with the Tigers at the opening of the training season. He will broadcast all at-home and abroad games of the Tigers starting with the opener in Chicago on the 19th.

WBT, Charlotte, N. C. has scheduled the description of the Carolina Cup Race at Camden, S. C. April 2. Race is one of the South's top turf events. WBT last year carried the event, the first time it was aired, and has another exclusive on it this time.

Clyde Burke, tenor, heard regularly over WMCA, has been set for a series of guest shots on CBS by Mike Spector. First appearance will be this morning with the Instrumentalists at 11 a.m.

Allen Prescott's "Wifesaver" transcribed series for Procter & Gamble now being heard over 29 stations weekly. Recent station additions now allow program to be aired in Canada as well as the U. S. Live show continues five times weekly over WOR locally at 1:30 p.m.

Gene Baker, "The Wanderer", has a fifteen minute spot for Evans Fur Company on WBBM on Sundays.

Ripley On Tue. Night

Robert Ripley, sponsored by General Foods Corp., will switch from Saturday to Tuesday nights effective April 26. New period will combine both the repeat and original airings, and will be heard over an NBC-Red network of 65 stations at 10-10:30 p.m.

NEW ORLEANS

Bill Elliott, former WDSU announcer has switched to WSMB, replacing Don Louis who is reported as going into the newspaper business. Elmer Feldheim is filling Elliott's spot at WDSU.

After several years, Standback headache powders has dropped Audrey Charles, replacing her with Lou and Bill (Luther Gueldner and Bill Lyons), guitar and song combo for its quarter hour daily periods. Miss Charles remains on the Louisiana Power & Light Company period.

J. Studebaker Lucas, Ascap watchdog in this territory, has been lecturing on copyright law at Louisiana State University.

KONO, San Antonio

The Nite Owls, Brunswick recording orchestra, which has been heard on the station, has gone to the West Coast on a barnstorming tour. Now playing dates in California.

Ted Mayes' Jam Band, colored artists, held a jam session the other night at the Avalon Grill. It lasted until the wee small hours. The ork is broadcasting regularly over the Mission Broadcasting Company.

Staff Organist Ted Brown (Jack Teel) is also the manager of Cascade Caverns here. He is doing a six-times weekly remote from the giant Municipal Auditorium organ.

WCCO Moves Studios

WCCO, Minneapolis, on Apr. 10 will change its studio address to 625 Second Ave. S.

A few of the lasting stars who were coached, directed and helped up the "ladder of fame" by Ned Wayburn

Evelyn Law
Al Jolson
Marilyn Miller
Fred and Adele Astaire
Eddie Cantor
Mae West
Will Rogers
Grace Moore
Ed Wynn
Fannie Brice
Jeanette MacDonald
W. C. Fields
Charles Butterworth
Charlotte Greenwood
Clifton Webb
Marion Davies
Oscar Shaw
Ann Pennington
Harry Richman
Ina Claire
Willie and Eugene Howard
Norma Terris
Hal LeRoy
Gilda Gray
Jack Whiting
Gertrude Niessen
Nick Long, Jr.
Lina Basquette
George Murphy
June O'Dea
Carl Randall
Patricia Ellis
Georgie Tapps
Grace Bradley
Medrano and Donna
Melissa Mason
Pierce and Roland
Virginia Bacon
Walter Tetley
Virginia MacNaughton
Buddy Raymond
Florence Rice
Don Costello
Gloria Young
The Five Reillys
Paulette Goddard
and
Hundreds of Others

NED WAYBURN'S
DANCING, SINGING
and
DRAMATIC SCHOOL
Class or Private Instruction For Preparing Adults and Children For
RADIO CAREERS

ADULTS (Men and women over 16): Every type of Stage and Ballroom Dancing—Acting—Singing . . . Opportunities to appear in public performances. Morning, afternoon and evening courses—Mondays to Fridays.

CHILDREN (Boys and girls ages 3 to 16) Develop grace, poise, charm and good health Classes meet Saturdays and after-school week days.

All instruction is under the personal supervision of Mr. Wayburn, world famous teacher and director who staged the best editions of the Ziegfeld Follies and over 600 successful Broadway productions. See "Who's Who In the Theatre" for part of his brilliant record.

Facilities at the school include 10 beautiful modern studios, completely equipped model theatre and radio Broadcasting studio.

FREE AUDITIONS and TRYOUTS will gladly be arranged. Free consultation and courses individually planned without obligation

Open 9.00 A. M. to 10.00 P. M. Daily
Except Sundays. Close Saturdays
at 6.00 O'clock. Visitors welcome.

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